

Sweet Auburn Historic District
Atlanta
Fulton County
Georgia

HABS No. GA-1170

HABS,
GA,
61- ATLA,
1-

HISTORICAL BACKGROUND ESSAY ON DISTRICT

Historic American Buildings Survey
Heritage Conservation and Recreation Service
Department of the Interior
Washington, D. C. 20243

An aerial, black-and-white photograph of a large, historic building complex. The complex features multiple interconnected wings, several internal courtyards with trees, and a prominent central tower or clock tower. The architecture appears to be from the late 19th or early 20th century. The image is oriented horizontally on the page.

ATLANTA'S SWEET AUBURN HISTORIC AMERICAN BUILDINGS SURVEY

national architectural and engineering record U.S. dept. of Interior

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HISTORICAL BACKGROUND ESSAY

ATLANTA'S SWEET AUBURN

Documentation, Historic Preservation, and
Commercial Revitalization in a National Historic
Landmark District.

(For archival negatives and photographs for this
material see Street Facades, Sweet Auburn Historic
District, HABS No. GA-1170-C.)

Historic American Buildings Survey
National Architectural and Engineering Record
National Park Service
Department of the Interior
Washington, D. C. 20243

HISTORIC AMERICAN BUILDINGS SURVEY

SWEET AUBURN PROJECT

This project was undertaken under the direction of Dr. John Poppeliers, Chief of the Historic American Buildings Survey (HABS), a branch of the National Architectural and Engineering Record, to document an important National Historic Landmark District and to demonstrate the possibilities of reusing the historic structures.

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SWEET AUBURN

PREFACE

The Historic American Building Survey (HABS), a documentation program within the National Architectural and Engineering Record, (NAER) Department of the Interior, is responsible for recording historically and architecturally significant sites and structures throughout the United States. HABS has initiated a variety of expanded projects to demonstrate how documentation can assist and complement historic preservation and rehabilitation activities within historic districts. In 1979, HABS conducted an urban action project in the Sweet Auburn National Historic Landmark District in Atlanta, Georgia. The documentation produced by this project served as the foundation for the study of the rehabilitation potential for the Sweet Auburn District. The field work was conducted during the summer of 1979, and the study was completed in the Washington, D.C. office in 1981. The HABS field team comprehensively recorded the Odd Fellows Building and Auditorium and the Herndon Building with measured drawings, written histories and architectural descriptions, photographic documentation, and an analysis of the structural condition of the Herndon Building. These three structures were built by Black entrepreneurs during the early decades of the twentieth century and represent significant contributions to the architectural and historical heritage of the Sweet Auburn area and the city of Atlanta. The field team also produced measured drawings and professional architectural photographs of the streetscapes and facades of all the structures within a four block area along Auburn Avenue. These drawings and photographs will assist the city and the Auburn Area Revitalization Committee in the formulation of architectural guidelines and studies of potential in-fill design solutions. The

implementation of the guidelines and in-fill studies will be particularly useful in stimulating orderly growth and development in the area that represented the commercial heart of Black Atlanta from 1880 to 1950.

The HABS Sweet Auburn project was organized and initiated by Kenneth L. Anderson, Principal Architect, HABS and Dan Durrett, Historian, Technical Preservation Services, and was cosponsored by the Auburn Area Revitalization Committee, the City of Atlanta, and the United States Department of the Interior. The HABS summer recording team consisted of: Project Supervisor, Professor Richard K. Dozier (Tuskegee Institute); Project Planner, Professor Arnell T. Connell (Georgia Institute of Technology); Historian, Darlene Roth (Emory University); Assistant Historian, Dean Rowley (Emory University); Landscape Architect, Paul Dolinsky (American University); Architect, Richard Cronenberger (University of Miami); Architectural Foreman, Michael D. Clark (Tuskegee Institute); and Architecture Technicians, Roger Bendolph (Tuskegee Institute), Dwight Burns (Texas Tech University), and David Cavender (Georgia Institute of Technology). Richard K. Dozier, Project Supervisor, was responsible for coordinating the summer field activities, initiating contacts and establishing local project support with merchants, owners, developers, consultants, bankers, architects, city officials, and community leaders, and encouraging investment and rehabilitation in the Sweet Auburn area. Arnell Connell served as the community planner on the field team and worked with the architectural staff and landscape architect to develop some analyses of the physical components of the area and prepare recommendations for reuse of several of the Sweet Auburn sites and structures. Charles Leach, PhD, HABS Historian and Rehabilitation Planner, utilizing and expanding earlier efforts of the summer team, undertook a market analysis of the area for purposes of site and structure specific reuse and completed the reuse design analysis for the project.

A study, scale model of the proposed reuse area, known as Sweet Auburn Square was constructed by the HABS Washington, D.C., architectural staff of Reginald Berry, Richard Cronenberger, Paul Dolinsky, Willie Graham, David Marsh, and Rudy Massengill.

The suggestions and concepts presented in this report are based on the best contemporary information available to the team and are to be viewed within a context that has as its basis a strong preservation bias. The suggestions offered to assist in the revitalizing of Sweet Auburn will require additional study and research at the time serious redevelopment activities begin. The report offers ideas that, given the right mix of economics and commitment, would allow revitalization to occur without drastically altering the historic fabric of the area. Specific projects are being sought out for development, and the efforts of those individuals and groups working for Sweet Auburn should be encouraged by preservationists. Preservation is important to the success of redevelopment, and the preservation of historically unique aspects of the Sweet Auburn neighborhood will assure the continued investment and reinvestment in the area.

Introduction

Since the middle of the nineteenth century, the Sweet Auburn neighborhood has functioned almost independently as a dynamic black neighborhood within Atlanta, Georgia. Atlanta had long been a segregated city, and years of discrimination isolated the Sweet Auburn area--not physically, but socially and economically. To survive, the black community developed its own network of social and religious institutions, business enterprises, and political organization. The strength of the community was focused in the commercial district on Auburn Avenue. In 1976, the district was designated by the Secretary of the Interior as a National Historic Landmark, formally recognizing its significance to America.

Segregation and discrimination created the community in Sweet Auburn; it is a sad irony that as racial tensions eased in Atlanta, Sweet Auburn declined. Many blacks left the neighborhood, taking with them their businesses, thus sapping the local economy. Yet, the history of Atlanta's black community is preserved in the physical context of the historic district.

During the summer and fall of 1979, a team of historians, architects, and community planners from the Historic American Buildings Survey (HABS), Heritage Conservation and Recreation Service, conducted a historic preservation project in Sweet Auburn. Cosponsored by HABS, the State of Georgia, and the City of Atlanta, the project had two components: documentation and reuse design. The documentation (historical data, professional photographs, architects' measured drawings, and facade renderings), created a permanent record of important

commercial structures along Auburn Avenue. Then, with this information as a base, the reuse design component studied the potential for renewed economic vitality in the district. Local economic trends were evaluated and correlated with structural analyses of the historic buildings to arrive at a plan for strengthening existing enterprise and for bringing new business to the district.

Site Description and History

In the early days of Atlanta, large "land lots" were purchased along the rail lines leading to the center of the city in anticipation of later urban growth. Little thought was given to overall planning or to the relationship one land lot had to another. Streets within lots were plotted parallel to the rail lines. As a result, many streets in present-day downtown Atlanta are discontinuous, with seemingly irrational juxtapositions of street systems. First known as Wheat Street, Auburn Avenue runs through one of the original lots in downtown Atlanta.

Atlanta was founded as the town of Terminus in the late 1830s, but it had to be rebuilt after General Sherman's attack during the Civil War. In 1868, Atlanta was designated as the state capital, and by the census of 1870 it had a population of over 22,000. After the advent of the horsedrawn streetcars in 1871 and, in 1891, the electric streetcars, the city grew quickly along the radiating lines of the streetrail. Auburn Avenue became one of the principal streetcar routes into the central city.

Atlanta had always had a free black population, and after the Civil War many blacks came to the city to begin new jobs. Between 1870 and 1900 blacks constituted approximately 40% of the city's population. Although the proportion fell to 30% during the first decades of the 20th century, it rose again by mid-century. In 1960 blacks once again made up almost 40% of the population and now account for more than half of the city.

When blacks first moved to Atlanta in its post-Civil War years of rapid growth, they settled in all parts of the city, built homes, and founded businesses. After Reconstruction, however, Atlanta became an increasingly inhospitable place for blacks. By the end of the century the Jim Crow philosophy had been codified. In 1892, blacks were segregated into separate streetcars; in 1897, they were barred from holding political office; and in 1908, they were disenfranchised. Given this turn of events, blacks retreated into certain sectors of the city, particularly those near Auburn Avenue. In 1906, Atlanta was struck by the worst race riot in its history, and segregated land use became even more firmly entrenched. Following the riot, there was a large influx of black businesses to Auburn Avenue. Realtors agreed among themselves to observe the delineation of racial zoning that developed. In 1922, the city went so far as to enact a segregated zoning ordinance. Although the ordinance was declared unconstitutional in 1928, the pattern of segregated settlement was well established. Law or no law, blacks were confined by custom to their own part of town.

Despite the racial tension, and in some ways because of it, Auburn Avenue evidenced strong growth and development between 1880 and 1970. "Sweet Auburn" was the name given the neighborhood by John Wesley Dobbs, the renowned

black leader, who called it "the richest Negro street in the world." On the avenue, fewer constraints hampered black enterprises, and the "sweet brown honey" of commercial success made Sweet Auburn a source of great pride for Atlanta's black community. By the early twentieth century, the district was the center of black economic, institutionally, and cultural life in Atlanta, and it was wealthier and more cohesive than many other "ghettoes."

Auburn Avenue began its existence as a center for black enterprise with the established black religious institutions late in the nineteenth century. It was from the churches that the ideas and the bases for important secular activities were established. Among these institutions are the Big Bethel A.M.E., Ebenezer Baptist, First Congregational, and Wheat Street Baptist churches.

Nearly everyone who has had an effect on the growth, the stature, or the social activism of Auburn Avenue has been a member of one of these churches. Big Bethel A.M.E. is the oldest. It was founded by slaveholders prior to the Civil War as a Methodist church for their slaves. The newest church is the Ebenezer Baptist Church, which serves as the base for the civil rights institutions begun by Dr. Martin Luther King, Jr. Ebenezer Baptist has been led by members of the King family since 1894, first by Dr. King's maternal grandfather, then his father, and until his death, by Dr. King himself. In 1968, Dr. King's father returned to the pulpit at the Ebenezer Church.

The First Congregational Church, the second oldest church of its kind in the country, was established in 1867 by members of the American Missionary Association. These missionaries arrived in Atlanta at the close of the Civil War to work among and educate the newly freed blacks.

The Wheat Street Baptist Church originated the Auburn area tradition of mutual aid organizations. In addition to serving as a spiritual focus for the community, churches began to offer sickness, life, and burial insurance, a practice that spread to the other churches in the area. The mutual aid organizations were to prove to be one of the reasons Auburn Avenue attained its stature in American history.

Other important community institutions arose from the black churches. In 1894, the Butler Street YMCA was organized in the basement of the Wheat Street Church and was moved to Big Bethel for a time before finally finding a home in its present location on Butler Street, in 1920. In addition to the normal run of athletics and temporary housing for men, the YMCA offered night classes and lectures, provided a forum for political discussion, and supported smaller clubs and activity groups.

Morris Brown College was founded in 1881, largely at the instigation of Reverend Wesley Gaines of Big Bethel Church. Morris Brown held its first classes in Big Bethel before moving to its campus at Houston and Boulevard Streets. In 1932, Morris Brown became part of the Atlanta University Center.

Sweet Auburn is located in Atlanta's fourth ward. Although the fourth ward's boundaries were gerrymandered at the turn of the century to assure white voting supremacy, the neighborhood maintained a large proportion of Atlanta's black population, and Auburn Avenue became the black downtown.

When legislation created Jim Crow cars on the streetcar lines, blacks organized a boycott, which severely reduced black trade in white neighborhoods. Blacks withdrew their support of white-operated businesses and directed their economic energy toward the black community.

Thus, Sweet Auburn was built on small businesses oriented toward local goods and services. These small businesses many times provided a springboard to larger enterprises for black businessmen, but they were also important for their social role in the community. Often they were used as gathering places for social or political meetings; sometimes they served informally as community agencies, providing assistance that white society denied or neglected. The businessmen were often active in a variety of social causes and held positions of respect and responsibility.

One of the most successful local enterprises was the Gate City Drug Store, founded in the late 19th century by Moses Amos. Amos had been apprenticed to a white pharmacist before opening his store on the corner of Butler and Auburn streets. He operated his drug store in conjunction with several prominent black doctors. When patients were unable to pay for prescribed drugs, the doctors would absorb the costs. In time, Gate City Drug Store became a favorite gathering place. D. B. Yates and L. B. Milton purchased the store in the 1920s. Yates and Milton had learned their sound business principles under the tutelage of the Service Company, a major black holding company in Sweet

Auburn. Yates and Milton added several branches to Amos' original store and, building on their successes, purchased part of the Citizens Trust Bank, one of the assets of the Service Company.

Other successful business ventures that contributed to the political and social cohesion of Sweet Auburn were the Silver Moon Barber Shop (1912), the Poro Beauty Shop (1936), the Top Hat Club (1938)--later called the Kōyal Peacock Club, and Henry's Grill and Lounge (1947). These shops and clubs were a good source of local information. Political discussions that took place there led to planning strategies and to the creation of institutions and organizations. Whereas eating and entertainment establishments brought white patrons into Sweet Auburn and increased the area's commercial stature, these local concerns were of far greater social and economic significance within the black community.

During the twentieth century, the church affiliated mutual benefit societies began to grow into larger and more permanent enterprises along the avenue. Several entrepreneurs amassed large fortunes as the mutual aid societies became banks and insurance companies. One such man was Alonzo Herndon. Born a slave to the Herndon family of Walton County, Herndon came to Atlanta in 1882 to become a barber, a trade he had learned in rural Georgia. He began with a shop located in the elegant Markham Hotel. By 1910, he owned three barber shops and employed seventy-five people in downtown Atlanta, catering to an exclusively white trade. Herndon invested in real estate and his holdings grew from \$12,000 in 1894 to \$22,800 in 1903, then to over \$80,000 in 1908. In 1905, Herndon was asked by the pastor of the Wheat Street Church to purchase and run the Atlanta Protective and Benevolent Association, which was close to bankruptcy. Herndon bought it for \$140, and amalgamated nine church-related

insurance concerns into the Atlanta Mutual Life Insurance Association. Having assets worth \$1,000,000 in 1927, the year of Herndon's death, the Atlanta Insurance Company is today worth in excess of \$99,000,000.

One of the most important enterprises in Sweet Auburn was Herman Perry's Service Company. Perry came from Texas originally, but it was in Atlanta that he made his fortune through his holding company. By 1923, his empire was worth \$11,000,000. More significant than the wealth Perry amassed, however, were the black businesses spawned by the Service Company; the National Fuel Company, the Service Pharmacies, the Service Engineering Company; the Service Realty Company, and Citizen's Trust Bank all began as Service Company subsidiaries. Unfortunately, poor management by Perry caused the failure of the Service Company in 1924. Of the many subsidiary businesses, only the Citizen's Trust Bank survived the collapse. Four men, including Yates and Milton of the Gate City Drug Store, purchased the bank. Citizen's Trust remains strong today, and with assets of more than \$41,000,000, it is the sixth largest black-owned bank in the United States.

Blacks were widely considered poor financial risks in Atlanta. Perry and Herndon challenged this attitude by example and by their own business practices. Perry believed that blacks' financial problems could be solved only by developing a self-sufficient economy. His construction firm built houses for black families who would have been shunned by white builders. Black families who had known nothing but whites' hand-me-down houses soon became convinced of their own ability to finance and build homes. Perry's company was instrumental in the development of the "west side," Atlanta's second largest black neighborhood, just west of the central business district.

Herndon's philosophy was similar to Perry's. By operating an exemplary insurance firm he was able to offer excellent benefits, dispel the notion that blacks were poor insurance risks, and command a substantial fortune. Herndon also subscribed to the idea of the stewardship of the wealthy. He established the Herndon Foundation, a fund for black educational, social, and religious institutions, in addition to being among the principal donors to the Butler Street YMCA.

Many lesser entrepreneurs in Sweet Auburn had a positive impact on the community. Their individual contributions paled next to those of a Herndon or a Perry, but collectively they constituted the strong commercial core of the neighborhood and gave it an identity and vitality. Two of these more typical black institutions were the Georgia Real Estate Loan and Trust Company and the Atlanta Mutual Building Savings and Loan Association.

Like Alonzo Herndon, Henry Rucker, cofounder of the Georgia Real Estate Loan and Trust Company, was born a slave and began his career in freedom as a barber. He attended Atlanta University and developed a particularly keen understanding of real estate in downtown Atlanta. Rucker was also an avid enemy of segregation and as a personal policy, asked his entire family to join him in boycotting streetcars and all other racially discriminatory facilities.

Rucker had great aspirations for the Georgia Real Estate Loan and Trust Company, of which he later became president. It was the first black land company in Atlanta, and Rucker hoped it would "do something for Negroes in Atlanta." At the same time as he built the real estate business, Rucker became

active in the Reconstruction period Republican Party. In recognition of his contributions, President McKinley appointed Rucker to the coveted post of Georgia Collector of Internal Revenue, a position Rucker held from 1895 until 1909.

The Atlanta Mutual Savings and Loan Association (now the Mutual Federal Savings and Loan Association) was established as a joint venture in 1925 by fifteen prominent Auburn area blacks who invested \$1000 each. Together they hoped to facilitate real estate investment by blacks. The volume of their business expanded greatly during the 1930s and was generally directed toward loans to low-income families.

The success of Mutual and other black oriented financial, insurance, and real estate enterprises served to discredit negative attitudes about blacks as financial risks. As a consequence, white lending institutions began to open their doors to black customers long before segregation ended.

The role of independent professional men and women in the Sweet Auburn business community also deserves attention. In the late nineteenth and twentieth century at least six colleges and universities in Atlanta offered education opportunities for blacks and a significant number of students earned a variety of professional degrees. The black community as a whole was growing, particularly with increased immigration from rural areas. As the Auburn area grew, the need for a self-sufficient black community, with its own professional services to serve the community of residents and businesses became evident. Even so, until well after the beginning of the twentieth century, space for black professionals--doctors, lawyers, counselors, photographers, beauticians, and others--was sorely inadequate.

The first response to the problem came from Henry Rucker who, in 1906, had a small, three-story office building constructed at the corner of Auburn and Piedmont by William Decatur and William Long, black contractors. It was not until 1911 that Odd Fellows's grand Lodge #18 began construction on a second office building. The Odd Fellows customarily built offices in downtown areas as a mean of investing organizational dues. For black members of the fraternity, however, it was often an investment in racial and civic pride as well.

Benjamin Jefferson Davis was the leader of the program to construct the Auburn Avenue Odd Fellows complex. Davis was a member of the lodge and editor of the Atlanta Independent, which began as an Odd Fellows voice and became a local black newspaper. Davis saw the complex as a way to counteract the "ignorant and irresponsible" image conveyed in the "low" saloons and entertainment spots on Decatur Street, two blocks south of Auburn Avenue. A substantial business complex would stand for mutual benefit, sound economics, and black improvement, fraternity, and pride, recurrent themes along Auburn Avenue.

The reinforced concrete Odd Fellows Building, between 228 and 250 Auburn Avenue, did indeed become a symbol of neighborhood pride and unity. When it was completed in 1913 it contained 42 offices, 6 stores, 6 lodge rooms, and an auditorium. It housed the Fulton Social Club, frequented by young black businessmen, and offered meeting space for reform groups such as the National Association for Advancement for Colored People. The Odd Fellows complex was the site of regular dances and social events, as well as such elegant occasions as the Grand Masquerade Ball. The roof garden, above the six-floor tower, was one of the most popular meeting spaces in black Atlanta. The Odd Fellows were forced to sell the building in the 1930s because of financial setbacks, but it remained an active social center until the early 1970s.

During the period 1910-1925, the black professional sector continued to grow and required additional space. Alonzo Herndon saw an opportunity to add an office building to the list of his contributions to Atlanta's Sweet Auburn. It has been said that he was competing with B. J. Davis for authority in the black community. In any case, the Herndon building was erected directly across from the Odd Fellows complex.

Herndon has been credited with both the design and contract work for the four-story building. If so, this may be a dubious distinction, for a businessman whose office stood across from Herndon's structure commented:

I would stand in the drugstore on many a day and Herndon would come down with his papers under his arms and called workers to the side giving them directions in constructing the building . . . On the outside it looks successful, but on the inside it's a mess. It is a damn shame an intelligent man would build something like that.

Herndon had used reclaimed materials for the structure, and it was especially noted for the salvage wood used on the interior.

In keeping with his drive towards a more racially self-sufficient community, Herndon employed all black laborers to construct the building. When completed the Herndon Building housed a number of agencies dedicated to black advancement, such as the Atlanta Urban League and the Division of Negro Affairs of the National Youth Administration. In addition to these organizations, the building housed a 36 room hotel, 60 offices, 6 storefronts, and a restaurant.

For a time the Herndon Building was also the home of the Atlanta School of Social Work. A group of social work professionals and lay supporters met to discuss the need for an institution geared to train black social workers about the needs of urban, Southern blacks. By 1925, they had succeeded in founding

the Atlanta School of Social Work, part of Morehouse College. The Atlanta School of Social Work began its first year on the fourth floor of the Herndon Building and struggled along without accreditation. In 1927 there were only four faculty members and ten students. In 1933, all of Morehouse College, including the Atlanta School of Social Work, became part of Atlanta University and moved from the Herndon Building. With better support and university affiliation, the school of social work became one of the leaders in the South.

Sweet Auburn's renown was by no means parochial, nor was it limited to the district's financial success stories. In the 1890s, at the same time the avenue was emerging as a nucleus of black commercial enterprise, observers started to take notice of the full range of black culture there. The Reverend E. R. Carter's 1894 history of black Atlanta, The Black Side, focused particularly on Auburn Avenue. When W. E. B. DuBois came to Atlanta University in 1897 to establish the South's first sociology department, he too concentrated on the Sweet Auburn neighborhood for field studies. Confident that "the Negro problem" could be solved only through the application of scientific knowledge, he systematically set about collecting the data he needed. The Atlanta University Publications sponsored additional inquiries into all aspects of black life: business, artisans, the church, college education, health and fitness, economic cooperation, and the family.

Academic interest in Sweet Auburn persisted through the 1950s and became increasingly sophisticated as successive generations of black scholars built a strong educational base in Atlanta. Among the most prominent of these scholars was E. Franklin Frazier, first director of the Atlanta School of Social Work.

Like DuBois, Frazier's reputation was national, but he frequently used Sweet Auburn as a "field school." In the post-World War II period, yet another generation of black sociologists emerged in Atlanta's east side. Apart from these sociologists, there were also local historians, most notably Clarence A. Bacote who became the second member of Atlanta University's graduate faculty.

Auburn Avenue was not only the commercial core of the district, but it was also the residential center for Atlanta's black elite, many of whom were well educated, articulate, and prolific writers. Sweet Auburn is often described in fiction and political tracts. Walter White's A Man Called White and J. O. Thomas' A Story in Black and White are both set in their authors old neighborhood. The district also figures significantly in H. R. Butler's History of Negro Masonry. Julian Street, who was not an Atlantan but a visitor, was greatly impressed by Sweet Auburn, and conveyed his feelings vividly in his 1917 memoirs, American Adventures: A Second Visit.

Clearly, Sweet Auburn was a community with a strong sense of pride in its enterprise, its culture, and its prominent citizens. But no less important was the social and political activism that matured in what was, in the end, a ghetto. Auburn Avenue became a nexus for black sponsored integrationist activities. The Commission for International Cooperation met in the Butler Street YMCA. The YMCA also initiated the Hungry Club Forum, which began in 1942 as a secret organization and then became an openly recognized and extremely effective forum for dialogue between black and white leaders. The luncheon addresses remain to this day a popular Atlanta political event. The Herndon Building also housed significant activist groups in the neighborhood.

The Niagara Movement, which evolved into the National Association for the Advancement of Colored People (NAACP) was founded by W.E.B. DuBois. The NAACP and the Atlanta Urban League maintained offices in the Herndon Building, while the Southern Christian Leadership Conference (SCLC) was formed in the Masonic Building. These groups, along with the ministry of Dr. Martin Luther King Jr., created in Sweet Auburn a network of black activism of national significance.

Sweet Auburn became the center for Atlanta's black media, with the establishment of Benjamin J. Davis' Atlanta Independent in 1904, the Scott family's Atlanta Daily World in 1928 and a variety of black owned and operated radio stations. Station WERD, broadcasting since 1949 and housed in the Mason's Building, is the oldest black radio station in the country. The printed and the broadcasting media have been vehicles for black identity and expression, voices for the black community, and a lasting record of black achievements.

For all of these reasons--its religious institutions and fraternal organizations, its business enterprises and social activism, its famous citizens and the anonymous ones--the neighborhood around Auburn Avenue became a symbol of black success in American society. The common theme has been one of mutual support and cooperation; the result has been the achievement of financial, intellectual, spiritual, and cultural wealth. The legacy of that wealth exists today in the buildings of Sweet Auburn, and yet the neighborhood has declined due to neglect. The institutions that built Sweet Auburn--the churches, the YMCA, the Martin Luther King, Jr. Center, and the financial institutions still remain strong. These institutions and the architectural resources can provide the basis for new enterprise and a renewed community strength in Sweet Auburn.

DOCUMENTATION

The HABS documentation of Sweet Auburn is in several forms. (See drawings beginning on page 59). Two of the most significant structures in the district, the Odd Fellows complex and the Herndon Building, were the subjects of in-depth studies. For these two buildings the team produced record photographs, measured drawings, and written histories. In addition, the architects recorded the facades of all the structures along Auburn Avenue between Courtland and the I-75/85 downtown connector expressway.

The Odd Fellows complex was the first major office-shop-entertainment assemblage constructed and owned by blacks in Atlanta. An annex that included an auditorium, 18 offices, and 6 storefronts was added in 1913. The old Gate City Drug Store, which stood at the corner of Butler and Auburn, was incorporated into the larger structure during the remodeling. Of particular note is the terra-cotta detailing of Negro faces, which watch over the entry to the complex.

The architect for the Odd Fellows complex was William A. Edwards, who had recently moved from South Carolina. The firm of Edwards and Sayword developed a strong reputation for the design of schools and office buildings throughout the South. In 1912, Edwards and Sayword was still a young firm.

Implementation of their design was carried out by a young black contractor, Robert Pharrow. Pharrow had begun in Atlanta as a bricklayer and by 1912, after completing numerous contracts throughout Georgia and Alabama, he had achieved substantial success as a contractor. The Odd Fellows complex was one of his most important projects in Atlanta.

Major alterations to the building were made in 1939, largely in an effort to facilitate a cinema theater. The original entrance to the building, located at the center of the structure, was moved two doors to the west. A balcony was removed, and the stage was moved from the north wall to the east, thus improving the image quality of the projection.

The Herndon Building (1923-24), 231-243 Auburn, stands directly across the Avenue from the Odd Fellows complex. Until desegregation, the Herndon Building was the largest black-owned, black-occupied building in Atlanta and reflected the vernacular style of its time and place. The front facade was constructed of new brick, but all the other sides were built using old bricks, most of them probably taken from the wreckage of a 1917 fire that leveled a number of buildings along Auburn Avenue. Originally, there was a ballroom, but it was subdivided into additional hotel rooms.

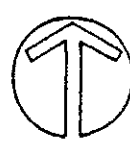
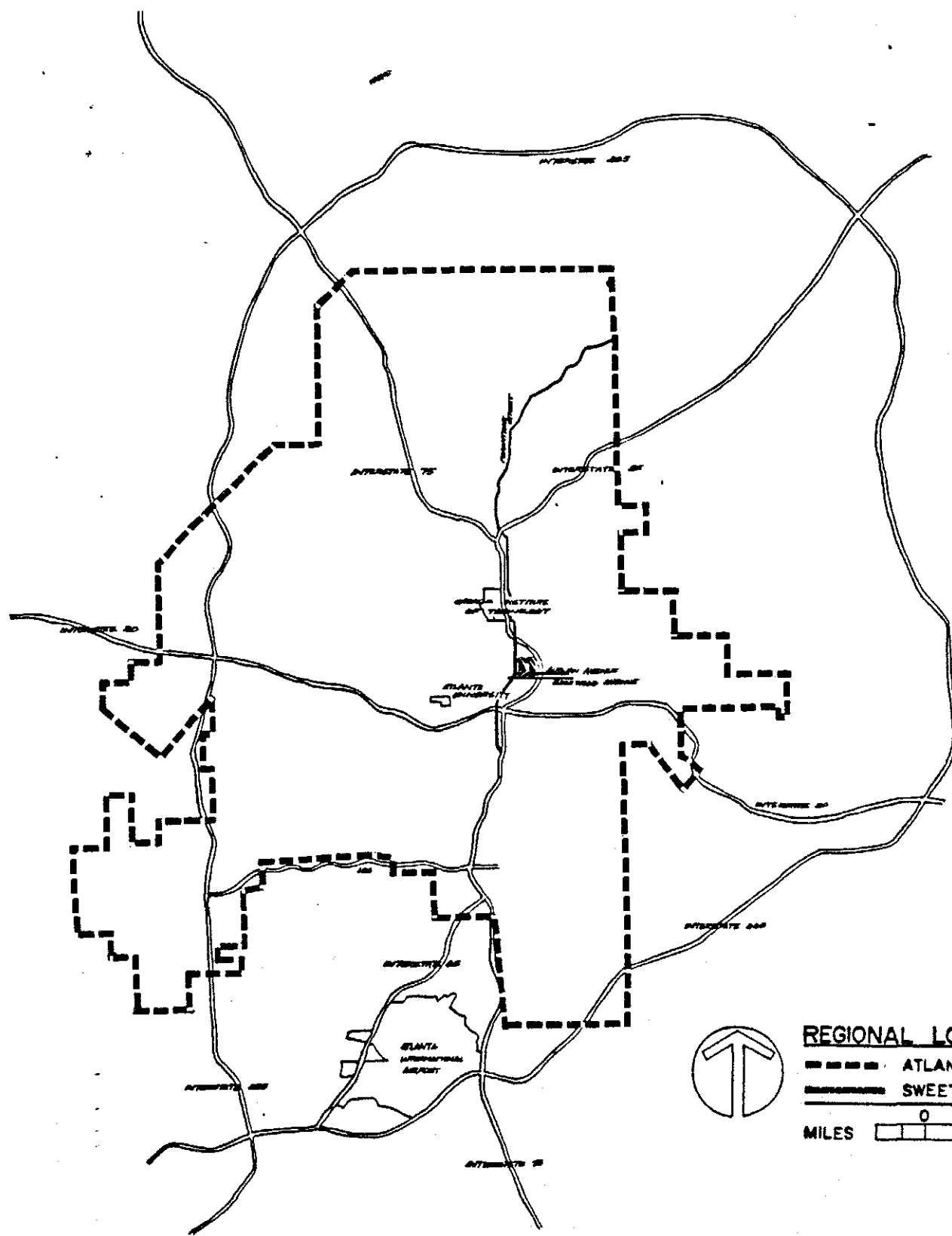
The Herndon Building was used by a wide variety of local organizations in addition to the Atlanta School of Social Work mentioned earlier. Most notable among the local groups was the Neighborhood Union, a social welfare organization that applied black talent to improving health and social conditions for poor blacks in Atlanta. What became the hotel portion of the building was first a garage for automobile repairs. The hotel itself was probably opened in 1936 as the Roosevelt. In 1940, the name was changed to the Savoy, and the hotel closed in 1963.

Additional records of these two buildings and others along the avenue are available in the HABS collection at the Library of Congress.

REVITALIZATION CONCEPTS

To reverse a trend of decline in a neighborhood requires an understanding of the sources of that decline. In Sweet Auburn a number of factors were responsible for creating the economic vacuum now affecting the area. One theory holds that despite the community strength and pride that grew up along the avenue, Sweet Auburn was permanently associated in people's minds with discrimination. After desegregation, blacks left the neighborhood to relocate elsewhere to be free from those associations. Black businesses followed the residential movement. Without a local clientele, few services had the drawing power to survive. A series of civic improvement projects--urban renewal and highway construction among them--so disrupted the community that local businesses were unable to carry on.

Other parts of Atlanta have suffered similar declines. Presently, there are forty neighborhoods seeking financial assistance for revitalization. For two decades, urban residents have been moving from the center city toward the suburbs, sapping local economies and leaving buildings. Few of these neighborhoods, however, have the historical significance of Sweet Auburn. Ideally, none of the communities should be permitted to languish, for even if their historic economic bases have changed or disappeared, it does not mean the communities can not be revitalized. Commitment of time and energy to the revitalization of a neighborhood of Sweet Auburn's historic importance, however, is vital so as not to lose our sense of time and place in the urban settings.



REGIONAL LOCATION

----- ATLANTA CITY BOUNDARY

..... SWEET AUBURN DISTRICT

MILES 0 1 2 3 4

The Auburn Avenue neighborhood extends several blocks beyond the boundaries of the National Historic Landmark. This report, however, concentrates on the area within those formal limits: the 17 acres from Courtland Street to the expressway and between Houston Street and Edgewood Avenue. This is the area of greatest historical significance and integrity. The concept proposals for the historic structures within the district are intended to be representative demonstrations, not comprehensive plans for the Auburn Avenue neighborhood. It is hoped these demonstrations will suggest applications beyond the immediate area for the reuse of other historic structures.

Within the district boundaries, there are buildings of varying types and ages. Twenty-nine are more than 50 years old (see map) and contribute to Sweet Auburn's landmark status. As a group, they define the architectural and historical qualities of the neighborhood. Some of these structures are of sufficient quality and significance to be individually noteworthy, such as the Herndon and Odd Fellows buildings, the Rucker Building, Big Bethel Church, and the Butler Street YMCA. There are however, newer structures--different in size, materials, and character--which intrude visually on the district and do not contribute significantly to the district's historic context.

There is also new construction occurring along the avenue, particularly at the west end. The Atlanta Life Insurance Company is expanding into a new 100,000 square foot office building. At the eastern end of the district, however, the Herndon Building and the Odd Fellows office tower and auditorium are vacant. Most of the storefronts along Auburn Avenue are occupied by marginal businesses.

The HABS Sweet Auburn team focused on the Herndon and Odd Fellows buildings to demonstrate adaptive reuse concepts for historic structures. Suggestions are based upon existing market conditions--the economic needs and potentialities of the district--to ensure that the neighborhood can support the proposed new uses or services. The plan also attempts to strengthen the connections between the Atlanta Life Insurance Company and the historic structures, to reinforce an historic coherence. Finally, the revitalization concepts offer suggestions for improving the appearance of the streetscape along Auburn Avenue from Courtland to the expressway connector.

Auburn Avenue's Location

Central Business District

Auburn Avenue was developed as a black adjunct to the central business district and is located close to the downtown. Courtland Avenue is 3 blocks east of Peachtree Street, the main Atlanta thoroughfare. The I-75/85 expressway connector is situated another 3-1/2 blocks east of Courtland. The entire area, therefore, is easily accessible on foot from the downtown. Downtown Atlanta has changed markedly over the past two decades from the major shopping area to one oriented largely to offices, and a center for conventions and tourism. In large measure due to the efforts of developer/architect John Portman, many older structures have been removed, and new complexes housing offices, hotels, restaurants, and luxury shopping have been erected in their place. The demand for office space in Atlanta and particularly in the central business district has grown rapidly during the last 5 to 10 years.

Because of the lack of good public transportation (which led to the creation of the Metropolitan Atlanta Regional Transportation Authority), MARTA, parking lots were needed to serve the daily commuters to the downtown. A small portion of the downtown office demand and a larger amount of the downtown parking demand has spilled over into the Sweet Auburn National Historic Landmark districts.

Martin Luther King, Jr. Landmark Area

To the east of the Sweet Auburn Area, within the residential district known as the "old fourth ward," lies a second national historic landmark. This area of the city developed as the residential counterpart to commercial enterprises on the avenue. The Martin Luther King, Jr. NHL encompasses the house in which Dr. King was born, Ebenezer Baptist Church where he preached, and other sites important to Dr. King's life or to the neighborhood in which he lived. Since Dr. King's death, several facilities and institutions have been erected in his honor and additional construction on these projects continues. The National Park Service has become involved in developing sites in the Martin Luther King, Jr. historic district. Currently, tourists come to visit and use the facilities, but this tourist attraction has not had a major impact on the Sweet Auburn neighborhood. Apparently, because there are few restaurants or other facilities in the Sweet Auburn district that could effectively serve a tourist clientele, visitors are taken only to the King landmark sites and then hurried out of the area without being given an opportunity to visit the remaining black history sites in the district. Efforts should be made to encourage the development of retail facilities and restaurants, which could capture some of

the tourist trade, and to develop the means to interpret the important history of Sweet Auburn. There is also a lack of suitable entertainment facilities that would appeal to a tourist clientele.

The Government/Institutional Sector. Several blocks south of Sweet Auburn are two important institutions: Grady Hospital and Georgia State University (GSU). The hospital, with over 1,000 beds is one of the two largest health-related facilities in the Atlanta area. Georgia State University, one of four large institutions of higher education in the city of Atlanta, is also the newest university facility in the area, and it is growing in size and reputation. At the present time, Grady Hospital and Georgia State University tend to be enclaves in the larger downtown area. People who work in or attend the two institutions do not reside near either facility and large parking areas are needed to accommodate the daily influx of people. And, as is the case at the Martin Luther King Center, there are few ancillary services near Grady Hospital or GSU that could serve visitors or people who frequent the institutions. Just beyond and to the south of Grady Hospital and GSU is the State Capitol, with many State office buildings and thousands of government employees.

Residential Areas

Approximately one mile north of Sweet Auburn are some of Atlanta's wealthier residential areas with large homes on tree-lined streets. Closer in to Auburn Avenue the residential areas encompass lower income neighborhoods and a large share of the public housing units. Techwood Homes, an historic public housing group built between 1934 and 1935 to the north of Auburn Avenue on the site of what had been considered one of the city's worst slums, is an area that includes the civic center and is where most of the new office construction in the downtown area occurs. Georgia Institute of Technology lies to the northwest of Sweet Auburn.

Neighborhood Planning

Atlanta has been divided into neighborhoods for planning purposes. Many of the planning units use census tracts as boundaries. The Sweet Auburn Historic District is in census tract 28, and that tract is included with nine other tracts to form the Neighborhood Planning unit M. Planning unit M encompasses most of the area previously described: the central business district, the "old fourth ward", Georgia State, the state office area, Grady Hospital, the Civic Center, Techwood homes, and the Bedford Pine area. For the city's planning purposes, the Sweet Auburn area has been logically considered as a part of the general downtown area.

The Atlanta Area

The Atlanta metropolitan area covers 15 counties according to the Bureau of the Census' latest determinations. The previously defined Atlanta SMSA contained only seven counties (1970). In addition to the growth of the physical size of the metropolitan area, the Atlanta region is growing demographically and economically. However, Atlanta is also experiencing a rapid expansion in suburbs, and while the region as a whole has experienced growth, the city itself has had a net loss of population. The Atlanta Regional Commission estimates that population in the seven county area in 1978 was 1,731,000. However, the city of Atlanta had only 456,000 residents in the same year. That figure represents a decline of 39,000 people from 1970. The central portion of Atlanta lost 25,800 persons between 1970 and 1978, but during the same eight years, the metropolitan population grew by 296,300 people.

The economic situation has also changed significantly in Atlanta during the last decade. Between 1970 and 1975 the central business district lost 35% of its retail employment to northeastern Atlanta. This shifting retail sales market followed the residential movement and employment growth in the northeastern metropolitan area. Current statistics indicate that residential population and retail trade are continuing to migrate from the central city to the suburban areas.

Until 1970, the central business district dominated the office market in the Atlanta area. With the loss of retail establishments, the downtown is becoming an office/convention-oriented complex with specialty retail shops catering to the needs of those functions. However, the central business district is no longer the major growth area for offices. Between 1970 and 1977, the central business district's share of occupied office space in the metropolitan area fell from 63% to 43%. Moreover, while office demand in the downtown continued to grow, the increase comes largely from expansion of existing businesses. On the other hand, suburban office growth depends on businesses moving from both the inner city and other parts of the country to the Atlanta area, and on new businesses.

These movements suggest the demand in the downtown tends to be toward large structures, which will be mostly devoted to single companies. The opening of the MARTA subway stations in the downtown may help to redirect some of the smaller company office demand to the downtown area. This situation will need careful observation.

While continuing growth in the Atlanta area is an aid to the revitalization of the Sweet Auburn neighborhood, specific trends in the central business district and within the city limits have an obvious impact on events along Auburn Avenue. The trend toward offices and away from retail services affects the role that the Sweet Auburn area will play in the new downtown growth.

The Sweet Auburn Neighborhood

Sweet Auburn is faced with problems that affect Atlanta in general: a declining population base, the erosion of neighborhood retail services, and the deterioration of the physical plant. Solving these problems will require a revitalization effort that capitalizes on Sweet Auburn's unique characteristics. This effort involves competing for capital, coordinating revitalization programs from many areas, and locating potential sources of help. The Sweet Auburn revitalization effort demands a concentration on those aspects of the neighborhood that are unique and will invite dollars and people into the district.

Neighborhood Functions

Although the Auburn Avenue area retains an active role as a meeting place for black civic, political, business, charitable and religious organizations, and several established eating and entertainment places still exist, there are considerable problems facing a revitalization effort. None of the businesses along the avenue--mostly service-oriented firms such as beauty and barber shops, dry cleaners, sandwich shops and small financial houses--attract much business from outside the immediate area. Gambling at the eastern end of the district and loitering in front of the established businesses along the avenue cause doubts as to the drawing power of the area. Business people believe, and rightly so, that legitimate clientele might be driven away from the area because of the seamier aspects of the district.

Despite those things that might deter patrons from the area, there are interesting potentials that could increase the drawing power of the district. For instance, the Atlanta Life Insurance Company and Citizen's Trust Bank on Courtland Street are thriving businesses on the west end of the district. On the eastern end, the Municipal Market is doing quite well, and small entrepreneurs have developed substantial businesses. These three institutions already attract people from outside into the district.

One key to revitalization planning in the Sweet Auburn District is to determine what combination of old institutions, new businesses, neighborhood activities and interests will most likely attract capital and people into the area, while taking maximum advantage of vacant and underused historic resources.

THE MARKET FOR REVITALIZATION

The city has contracted, through the office of the Mayor's Commission on Economic Development, for a hotel market analysis of the area. The Auburn Avenue Revitalization Committee contracted, through the Atlanta Alliance for Business Development, with Georgia State University for a housing market analysis related to the needs of GSU and Grady Hospital. These reports should offer, in combination, a fairly comprehensive view of the district's potential for housing and new business. The HABS team conducted market analyses for retail and office potential in order to determine reuse possibilities for the vacant and underused buildings in the area. The report also discusses the housing market in the area, and the findings of the Georgia State Study.

Basic Factors

For the purpose of the retail study, the basic market area was considered the same as the Neighborhood Planning Unit M, with the exception of census tract #35. This is the southwest portion of the central business district, and it was not included in the retail market because it is too far from the center of the Auburn market. The remaining nine census tracts formed an area one mile in radius from the center of census tract #28, the one which contains the Sweet Auburn Landmark District. For the retail market, this area represented a "primary market" and is equal to a 10 minute drive from the district. A secondary retail market was delineated with an approximate 3 mile radius, or a 20 minute driving time.

For the office market, the southern segment of ^hte downtown (census tract #35) represented an integral part of the central office market and therefore its inclusion in the Sweet Auburn market is important for measuring the demand affecting the Sweet Auburn area. As a result the office market for Sweet Auburn includes 10 census districts.

The housing market analysis consisted of a survey of people at Grady Hospital and Georgia State University, and focused on the possibility of providing housing units at the corner of Edgewood and Courtland Avenues. The data generated from the survey has been generalized here to refer to the Sweet Auburn Landmark District as a whole. Sweet Auburn has little attraction as a residential area to outsiders because of the fear of crime, the quality of the urban environment, and the perceived lower income nature of the area. The

middle income residential market described here is premised on the concept that the neighborhood environment would have been altered through changes in retail, office, or institutional uses prior to introducing housing.

Although there are some obvious existing markets on paper in the Auburn area, the area is going to have to be "sold" to potential developers as one that is viable. This selling will probably need to be based on some of the more unusual factors the area can offer.

Most of the residents of the Sweet Auburn area are black of moderate income, and many are older and in single person households. Predictions are for the area to continue to lose population, for the average age of its residents to become older, and for the number of single person households to increase. An increase in the real per capita income is foreseen since growth in the number of single person households in an area also reflects an increase in the number of persons who are either wage-earners or otherwise receive direct income support. Over a brief period, the number of households will actually increase because of the change to smaller households, even though the population decreases.

Residential population is declining with no prospect for a natural increase. Over the short run, there is going to be a demand for more single person units, especially those suited to low income and/or elderly individuals. Between 1980 and 1990 the area is projected to need 68 new small housing units to meet the above demand. Some of the demand will probably be met through the division of large single housing units into smaller multiple units. However, in Sweet Auburn only 5% (50 units) of the dwellings are in single unit structures and

only a few of those are large. Assume those structures continue to be used by the families now living there. Were they converted to multiple units as the growth in single person households occurs, eight would be converted during the next ten years. Again, assuming there are four units per converted structure, there would still be a demand for 36 new units to meet the needs of single people by 1990.

There is also another potential new housing market among the students and staff at Grady Hospital, State offices and Georgia State University. As determined by, the Georgia State University Survey, a potential market exists for 150-250 residential units. Five kinds of renters were surveyed in that potential market: students and faculty at Georgia State University, nurses and interns at Grady hospital, and state employees. The largest potential group of renters are students. The second largest group is the state employees but random sampling of that group through the survey was sporadic, so little is currently known about them.

As a whole, the potential market is young (12% less than 35), female (58%), with household incomes ranging from less than \$15,000 to greater than \$25,000.

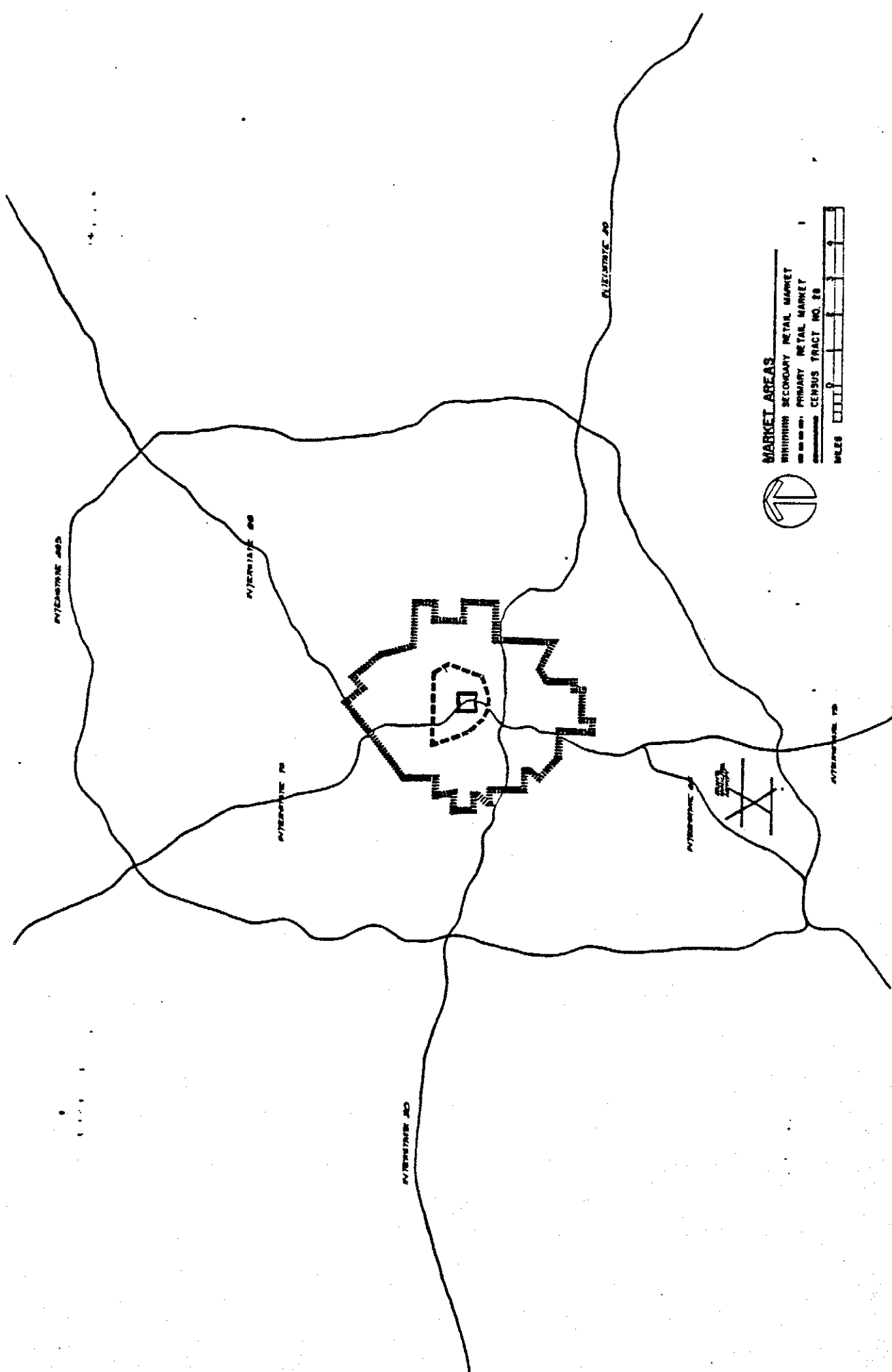
The students, although the largest group in the market, also have the weakest potential. Fifty-eight percent of the group lives with relatives other than a spouse. In all likelihood, personal financial characteristics are low-income, part-time employment, and poor credit rating. Therefore, they may not be able to leave home even if they wanted to. Thus, the estimates for potential demand in the local housing market was altered accordingly. The resulting projected market is shown in Table Three.

Retail Market

As previously described, a primary and secondary retail market of 1 and 3 mile radii were prescribed for the Sweet Auburn District. Although the population in the area is not expected to grow between 1980 and 1990 (additional people are predicted for the decade between 1990 and 2000), there are unfulfilled demands within the market area that could be accommodated, despite the predicted population stabilization in the next decade.

In particular, market studies indicate that since there is no chain grocery or chain drug store in the market areas, there exists the potential for both of these businesses (see Table Four). Although there are some restaurants in the district, the area could support a variety of eating and drinking establishments. An increase in supportable restaurant space would also accompany an increase in service for the tourist trade from downtown conventions and from the Martin Luther King, Jr. sites, or from office personnel.

The Sweet Auburn neighborhood is not unusual in its lack of large grocery stores; other areas throughout the city face a similar lack of services and for similar reasons. New stores in outlying areas that offer a wide variety of quality goods at a reasonable price attract many people, and traditional patterns of shopping within old neighborhoods have been affected by rising crime, highway construction, and shifting population. Presently, the demographics of the Sweet Auburn neighborhood are unlikely to attract a large anchor food store since there are few housing starts in the area, no large



MARKET AREAS
MINIMUM SECONDARY METAL MARKET
PRIMARY METAL MARKET
CENSUS TRACT NO. 28
MILES

young population with a high percentage of disposable income, and no consistent growth trend. Because urban land and insurance costs are much higher than those in the suburbs, developers and retailers prefer suburban shopping center locations.

There are, however, several factors that might be made to work to attract retail developers into Auburn area. The most obvious would be to show a potential population increase. Using the idea of the possible influx of younger people into the area from the university, Grady Hospital or state offices, retail developers might be helped to view the district's potential in a more favorable light. The development of local retail facilities to service such an influx would almost have to be concurrent with the population increase, and both residential and retail developers could be aided by working together. The market potential exists. It needs to be exploited.

A demand for retail facilities could develop around an already established and often frequented institution, the Municipal Market. This enclosed market attracts many consumers from all over Atlanta, and if a shopping area were built around the market, people would tend to remain in the area longer and spend more money. For instance, a drug store chain or grocery as previously mentioned, could capitalize on new residents in the Sweet Auburn neighborhood, as well as on those who travel into the district from outside the local neighborhood. The fact that such a grocery would be without competition, at least presently, and the sales volume would be high because of that condition, should attract development dollars. The sales potential of grocery, drug, and restaurant operations is indicated in Table Four.

Office Market

As can be seen from Table Five, the HABS field team's findings indicate a current demand for offices in the Sweet Auburn (downtown) market area, despite the fact that office demand in the central business district has tapered off. Presently, there is a 95.2% occupancy rate in the 21 largest office structures in the downtown area, according to research by Arthur Rubloff and Company. A Building Owners and Managers of Atlanta survey in October, 1979, indicated that central Atlanta (which includes areas to the north and northeast of the central business district) had a 14.1% vacancy rate. A Los Angeles firm Coldwell Banker, found a vacancy rate in the central business district of 11.6%. Indications are that larger, newer or newly rehabilitated buildings attract more of the available office users. It is this first class demand, that office demand that is free to occupy any competitive office space and is not tied to an existing building space on which the demand falls most heavily. Moreover, rents are no obstacle to high occupancy.

There is a correlation between the size of office buildings, and the rents charged by landlords. There is less correlation between the age of the structure, (or age of renovation) and the rents charged, and some correlation between location and rent. There is no correlation between size and location. It can be assumed that tenants are willing to pay more for larger structures (and correspondingly less for smaller structures). The present range for rentals per square foot varies between \$4.75 and \$12.50. The median size of structures charging between \$4.75 and \$7.47 is 54,000 square feet. The median size of structures charging between \$7.50 and \$9.99 is 101,500 square feet. Finally, the median size of structures charging between \$10.00 and \$12.50 is 307,000 square feet. This correlation between building size and rents seems to

indicate that rehabilitated structures in the Auburn Avenue district would be most appealing as offices in the median rent range.

The current demand as noted in Table Five is presumed to be for first class office space. The HABS team, using data from Building Owners and Managers of Atlanta, estimated that an increasing demand will place a stress on first class office space during 1980. However, the office structures now under construction will absorb the office demand when they open. A small demand will then reappear close to 1990. If a rehabilitated building in the Sweet Auburn district could be opened quickly, it might be able to absorb the current unmet demand prior to the new structures' opening. Otherwise, it appears that there will be little incentive to open new or rehabilitated first class office space in downtown Atlanta during the 1980s.

Even if one of the Auburn Avenue buildings were opened soon, there would be problems given the current market. First, as mentioned, the Auburn Avenue structures are small. Second, these buildings are not on prestigious Peachtree Street, even though they are within easy walking distance. Both the lack of size and locational advantage would necessitate a smaller rent, making rehabilitation less attractive. Moreover, the increase in demand in downtown Atlanta appears to be tied to the expansion of existing business. This might work well in Auburn Avenue's favor if a small company could be found that would want to expand into an entire building on the avenue. However, most of the new demand downtown will focus on larger spaces than those afforded by the structures on the avenue. Efforts to attract new office business should concentrate on those companies requiring less space than that offered in the

new buildings and those companies that are attracted to the prestige of the historic quarters of the district or to the particular characteristics of the surrounding population.

Conclusion

There are potential commercial markets in Sweet Auburn. There will be the need to accommodate at least 35-45 single person families in new apartment units in the 1980s. These might well be considered as potential HUD section 8 apartments because of the income level. In addition, some 300 apartments could be constructed to serve students and staff at Grady Hospital and Georgia State University. There is a large retail market for convenience foods, which could be enhanced if located in conjunction with the Municipal Market. Finally, a downtown office market does exist. The best option for Sweet Auburn in the office market is to find one company willing to expand into one single structure and to complete rehabilitation within the year. The Auburn Area Revitalization Committee should strongly consider developing the capacity to make a professional sales pitch to potential investors based on the unique factors the Auburn area has to offer.

THE SUGGESTED PLAN

Introduction

Sweet Auburn's future can be premised on the legacy of the avenue as an historic center for civil rights and for black social and economic power, on the

financially stable business in the area, and on the market potential in the neighborhood. The revitalization suggestions urge the active participation of those associated with Sweet Auburn's legacy, its financial base, and its social and cultural structure. Although the suggestions are not comprehensive remedies, they offer a perspective from which historic preservation and adaptive reuse can be viewed as active agents in community planning. It is perceived that redevelopment of Sweet Auburn as an historic center of black achievement and determination will bring renewed attention to the district's significance as an important focus on Atlanta's black society.

Office Use

As noted in the market analysis, there are opportunities to develop office space in the structures along Auburn Avenue if quick and decisive actions can be taken to locate a concern that would use an entire building. Such an opportunity exists with Atlanta University's School of Social Work, which began in the Herndon Building, one of the structures targeted for rehabilitation. The school has grown and would now like to develop a downtown Human Resources Center; the Herndon Building would be an ideal location for such a center.

The School of Social Work offers evening programs leading to a Masters of Social Work, an accelerated, intensive course, also leading to a Masters of Social Work, and special courses and seminars for specific needs. Most people attending evening programs come directly from jobs downtown. Thus, the Herndon location would offer an easier access to class for these students than does the Atlanta University campus. Since the evening programs constitute the largest of the three courses of study, it is important to provide for the needs of those students.

The other two programs offered at the School of Social Work would benefit from the Herndon location as well. The surrounding neighborhood has long been the subject of study for student. As such, it would provide a readily accessible field work area for students in the intensive programs. Where time and convenience are important for the third program--special seminars and research--the hotel portion of the building is appealing because when rehabilitated, the rooms could serve as dormitory space for people who travel to Atlanta for seminars, short courses, and research.

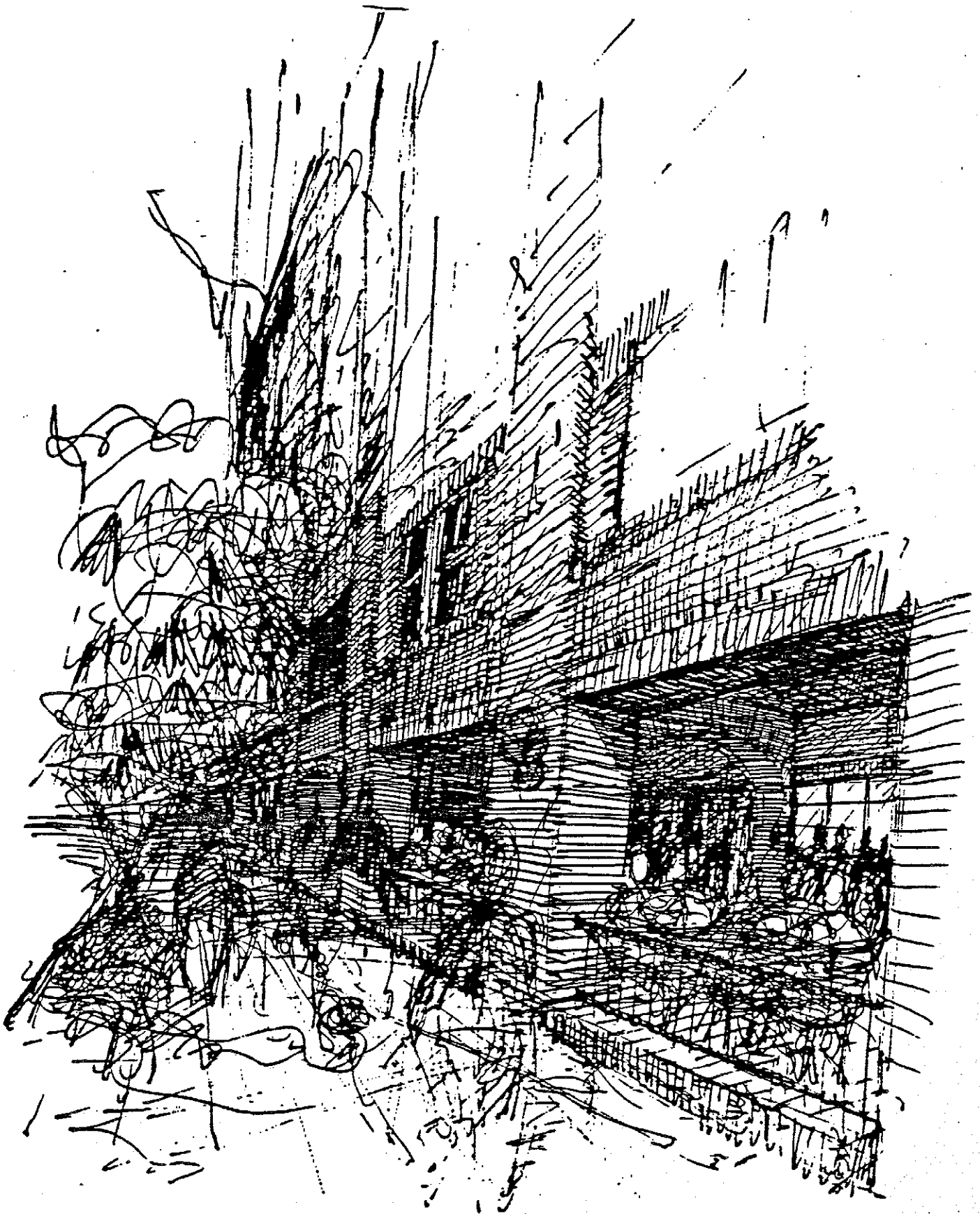
Other departments at Atlanta University, such as Business Administration and Public Administration, that have outreach or internship program, which place students in direct contact with community activities and business, could also profit from a downtown location. Contacts with local and state government and businesses are vital to these programs, and they share similar educational goals. Thus, housing the programs in a single building devoted to social work and intern and outreach programs would be appropriate.

Aside from these assets, locating the School of Social Work and other university programs in the Herndon Building would introduce a new clientele into the area in the evening hours. It is suggested that the presence of this new group might encourage spinoff retail and entertainment activities and most certainly would help dispel the poor nighttime image Auburn Avenue has been given in recent years.

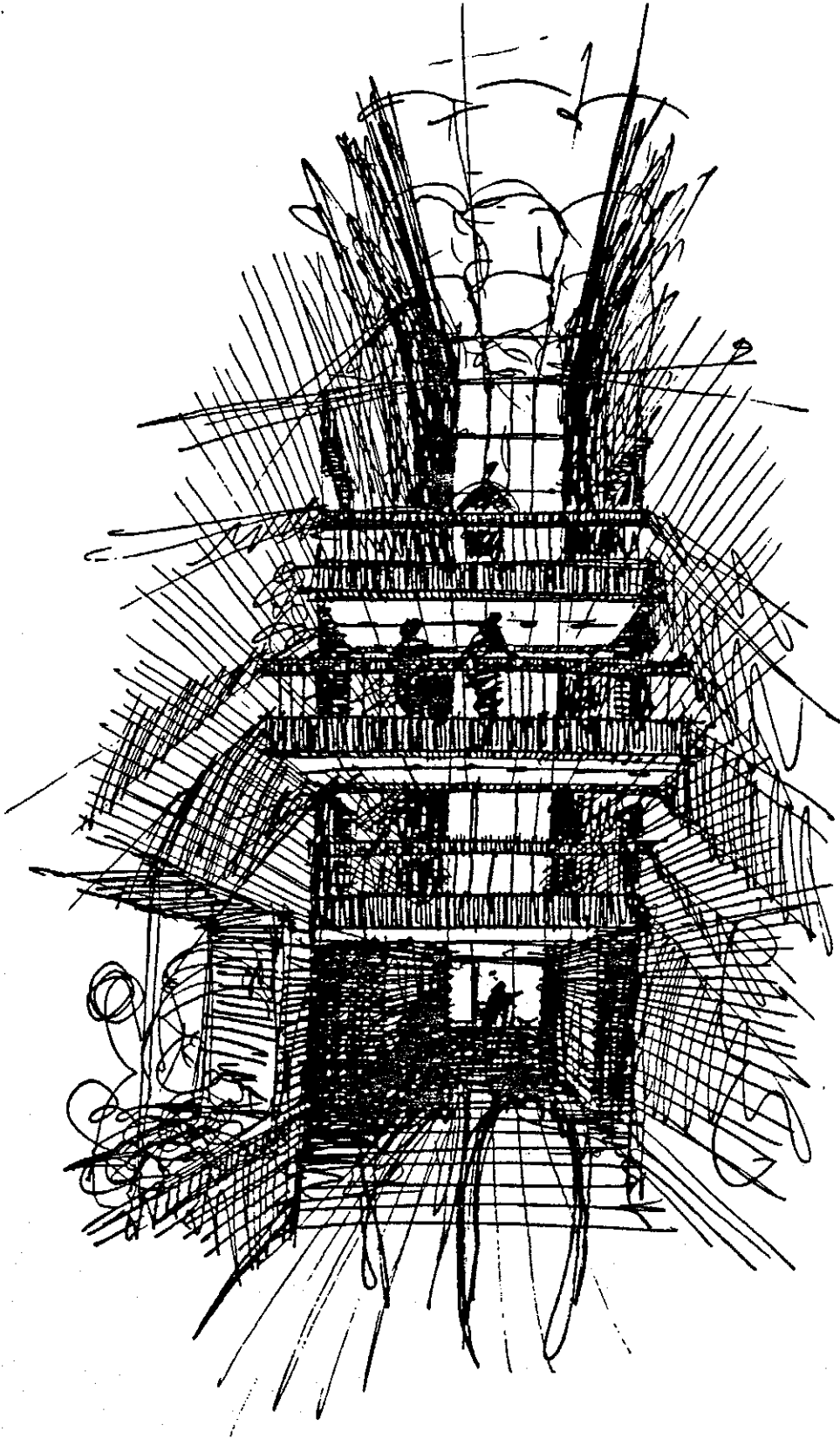
Retail

The most immediate unmet retail needs in the neighborhood are for a supermarket and a full service drugstore. Market analysis suggests the area could support an additional 55,000 square feet of grocery market and 18,000 square feet of full service drug store. The demand for additional grocery market space would increase if such a facility were constructed to take advantage of the consumer traffic at the Municipal Market. Since the Municipal Market offers a specialized variety of grocery goods, a store that offered a wide range of staple goods would compliment the specialty nature of the market and would probably prosper. Research reveals that the municipal market would also benefit from the influx of patrons shopping at a standard grocery store since sales dropped appreciably at the Municipal Market after 1975 when an A&P across from it ceased operation.

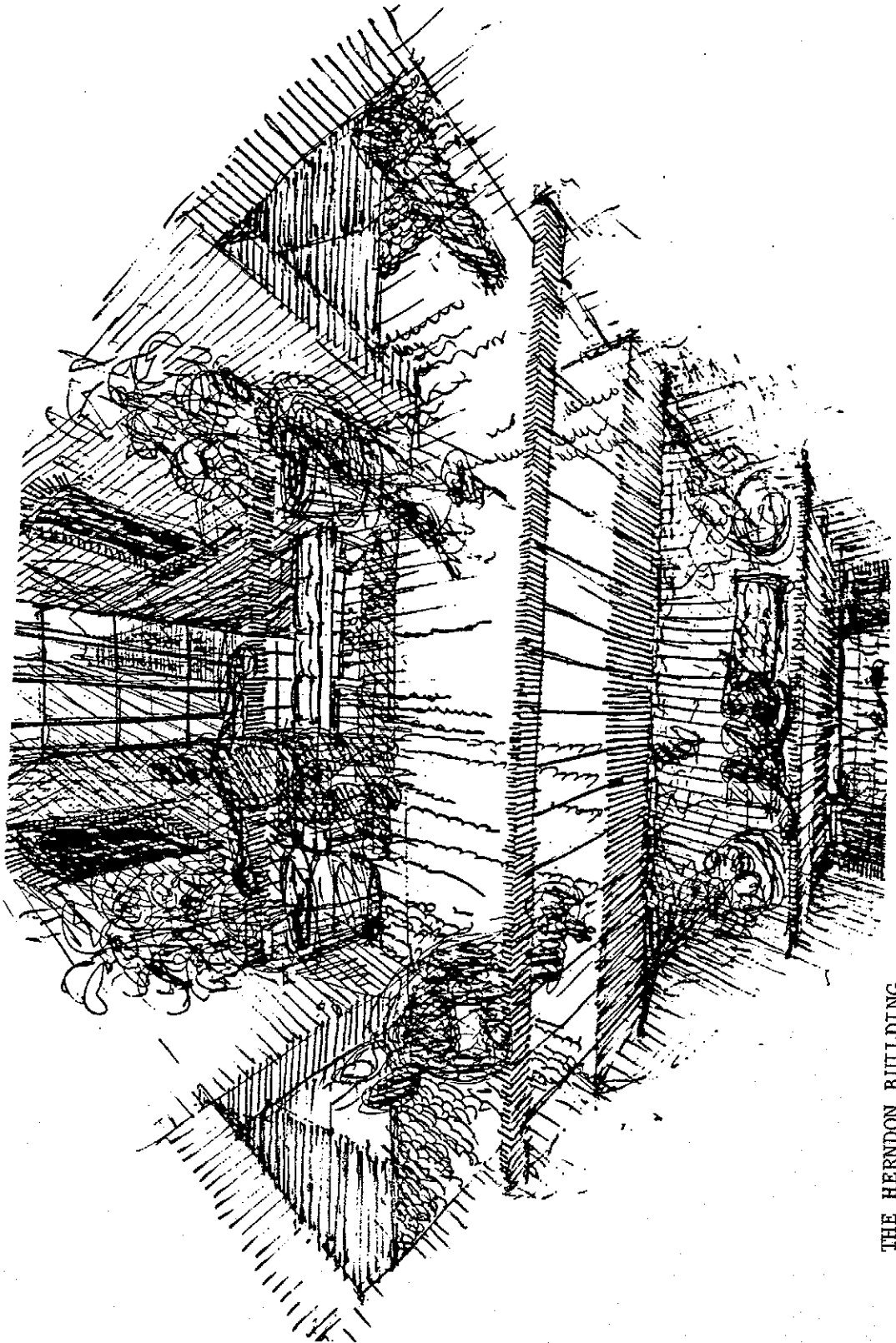
Although the market demand for a grocery store exists, the historic structures in the area are not well suited for such a purpose, and a new building would be needed. Suburban supermarkets in the Atlanta area occupy between 32,000 and 40,000 square feet. After discussions with the management of several area supermarket firms, it was determined that an Auburn Avenue district supermarket should occupy at least 20,000 square feet. A structure any larger than 20,000 square feet would infringe on the scale of the historic structures in the district, and take up potential parking and open space.



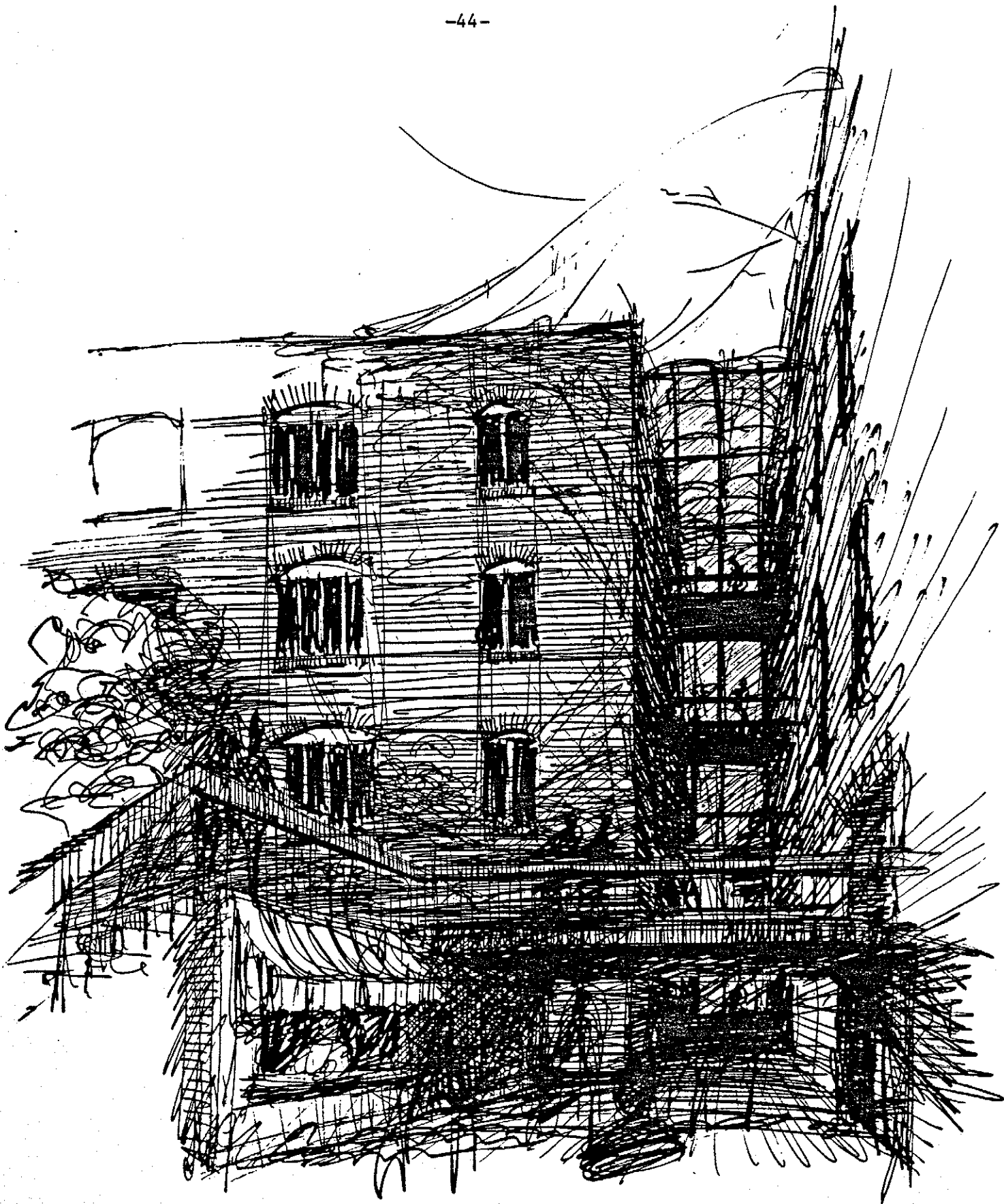
THE HERNDON BUILDING
Conceptual Facade Treatment



THE HERNDON BUILDING
Conceptual Interior Arcade



THE HERNDON BUILDING
Conceptual Perspective of Arcade Bridges



THE HERNDON BUILDING - Conceptual Perspective of Rear Elevation

Further discussions with supermarket management also revealed that many supermarket chains were not as interested in a smaller structure as they were in those in excess of 20,000 square feet. However, the Winn-Dixie chain did express interest in a smaller store. In addition to chain groceries, the retail market could offer an excellent opportunity for a local black enterprise to benefit from dollars generated in the black community.

Marketing experts from the Eckerd Drug chain believe a full service drug store has a high potential because of the proximity of Grady Hospital and the elderly residents in the Sweet Auburn neighborhood. Obviously, new residential growth in the area would also increase the patronage of a local drug store as would traffic from other retail establishments. Such a full service facility would work well in the old A&P store across from the Municipal Market. The size, location, and physical condition of the structure make it particularly suitable for such an enterprise. A grocery store located at the northeast corner of Edgewood and Bell would be able to capitalize on the location of both the municipal market and the full scale drug store. Together these three establishments would form the nucleus of an important retail anchor for the district.

Consider how such a local shopping center "Sweet Auburn Square," would look, what other types of facilities it could offer, and how it would function. The most significant historic structures at the eastern end of the Sweet Auburn landmark district are the Herndon Building and the Odd Fellows complex. Although the Herndon Building is architecturally undistinguished, its south elevation is exciting and should be made more visible by opening up the area to

the south as quality open space and some parking. Such an open area would provide a good link from the Herndon Building to the proposed drug store and then to the Municipal Market across Edgewood Avenue.

The Herndon Building has three structural systems: two along Auburn Avenue and a third for the hotel. There was an arcade through the Herndon Building between Auburn Avenue and the open area on the south side of the building. Within the context of "Sweet Auburn Square" the arcade should be reopened so traffic generated by the Municipal Market and other activities on or along Edgewood Avenue could be more easily drawn to Auburn Avenue. Market analysis has shown a need for more restaurant facilities in the area, and the ground floor of the Herndon building could accommodate a restaurant. At least one fast food chain has expressed interest in the location, and negotiations should be pursued. A restaurant in this location should cater to the needs of the downtown Human Resources Center and to shoppers in the area. If approximately 4,000 square feet were devoted to restaurant use, the remaining ground floor space could be developed into a variety of smaller shops, such as shoe repair or a tobacconist.

Such an arrangement of buildings, with the Herndon Building's arcade connecting Auburn Avenue to the open area south of the building, could develop a flow of pedestrian traffic between the open space, the drug store, the Municipal Market, and the proposed supermarket. If the drug store were to open onto the green space, with perhaps an ice cream stand or another facility that would work well in the relaxed atmosphere of such an open area, the open space could become the focus for the anchor stores and would provide a quiet center for "Sweet Auburn Square."

Atlanta Life Complex

Another vital economic force in the Sweet Auburn area is the Atlanta Life Insurance Company complex between Courtland and Piedmont. This property is the group of structures on Auburn Avenue closest to downtown Atlanta (Peachtree Street) and could play a significant role in the revitalization of Sweet Auburn. The use of these structures should draw people from the downtown, thereby expanding office and retail activities into the Auburn Avenue area.

The important historic structures on the Atlanta Life property include the Henry Rucker house and office building, the former masonic hall, the original Atlanta Life Building, and the John Smith House. Also, the Atlanta Daily World Building is located directly across Auburn Avenue from the Atlanta Life complex and figures importantly in the revitalization plan.

In October, 1979, Michael Johnson, Richard Dagenhart, and Ronald Wilson prepared for the Atlanta Life Insurance Company a planning study that evaluated the complex and made recommendations for its reuse. The study suggested that the original Atlanta Life Building be reused as a Black History Museum and office space; the John Smith and Henry Rucker residences as prestigious office spaces for single professional firms, the Rucker Building as quality office space; and the former masonic hall as small office suites. These renovations plus the new 100,00 square foot office complex of the Atlanta Life Insurance Company on the same block should bring new employees to the area on Auburn between Courtland and Piedmont. This influx of patrons would provide an excellent opportunity to more fully use the small retail structures between Butler and Piedmont streets on Auburn Avenue.

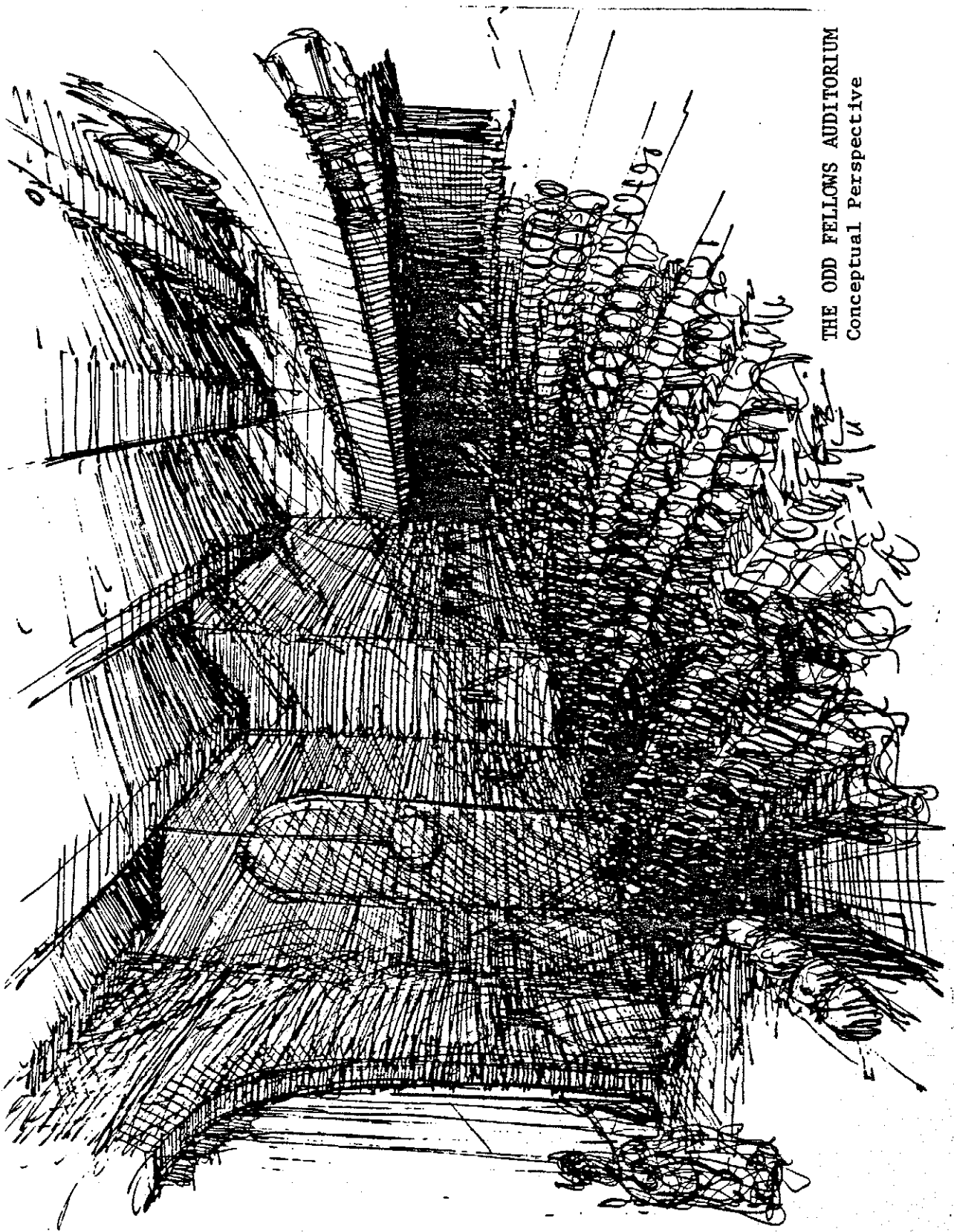
The Johnson, Dagenhart and Wilson report also recommended a new hotel for the area near Atlanta Life. The site at the southeast corner of Auburn and Courtland was chosen so as not to destroy the existing historic characteristics of the avenue. A new high quality hotel in the ditrict would add greatly to existing opportunities for revitalization of the structures along Auburn Avenue, particularly those buildings that could be adapted for restaurant, entertainment, or tourist facilities.

Housing

As retail and other service facilities suggested for "Sweet Auburn Square" are realized, attracting new people into the area, a residential component would become feasible. The ideal structure within the Sweet Auburn complex for adaptive reuse as housing is the Odd Fellows Tower. Rehabilitiating the tower would be cost effective and would not require exorbitantly expensive structural alterations. It is suggested that such a rehabilitation project target either the low and moderate income elderly residents in the area, the students from Georgia State University or the staff of Grady Hospital and employees in the state office buildings. A developer might want to take advantage of section 8 funds for low-income residents and develop modestly priced one bedroom units.

Entertainment and Recreation

Atlanta has the largest number of professional actors on the east coast outside of New York. Although Auburn Avenue was at one time the black entertainment center of the southeast there is doubt that a revival is probable. The acting



Companies in Atlanta are hard pressed to afford quality theater space. And, even though the Royal Peacock Club on Auburn Avenue has reopened, and the Peoples' Survival Theater gives performers there; other kinds of nightlife have given the avenue a less than attractive reputation. Potential factors, like the presence of the Atlanta University Human Resources Center, might improve the avenue's night reputation.

A structure that could figure into Auburn Avenue nightlife, and daytime activity, is the Odd Fellows annex. The auditorium in the annex has a seating capacity of approximately 900-1300 people and is larger than most other similar facilities in the city. The annex could function quite well as an Arts Center and could become the focus for black performing arts in Atlanta. There are many small professional black theater groups in Atlanta that operate on limited budgets, but who need larger facilities to draw respectable audiences. Such a performing arts center, supported in part by public funds, could offer these and other groups the necessary performance space at a price they could afford.

Since the Odd Fellows annex is located in proximity to residential towers for elderly people, the annex could also function as an activity center for senior citizens. A large performing arts center and auditorium near the Atlanta University Human Resources Center could be used as a conference hall and lecture center for university activities. Again, activities such as these would help to change the character of the avenue by introducing new groups and energies into the area.

There are pedestrian paths, sidewalks and open spaces in the Auburn Avenue area that would benefit from landscaping. Pedestrian paths and sidewalks are major arteries that link places and activities, provide a setting for meeting and waiting, and maintain a continuity and access within the city landscape. Such streetscape improvements, with benches and other design features and furniture, would identify and unify the environment and make the area more amenable to possible recreation.

Although Auburn Avenue developed as a strong economic unit during the early part of the century, since the 1930s political forces have tried to divide the avenue into more than one unit. The "downtown connector," Interstate 75/85, which bridges Auburn Avenue between Bell Street and Fort Street, has done much to disrupt the continuity of the avenue. The proposed widening of interstate 75/85 to 10 lanes will increase the sense of discontinuity, even though the new construction should reduce the noise coming into the community. Landscaping the area under the expressway and increasing the cooperative ventures on both sides of the expressway by groups such as the YMCA and the King Center would help to reestablish the sense of continuity along the avenue.

The northeast corner of Piedmont and Auburn Avenue, a vacant lot and bus stop, could provide a transition point from the central business district to the avenue, while continuing an open space there from central city park. There is a considerable population in the area, including employees from Atlanta Life Citizens Trust Bank, the Atlanta Daily World, patrons of Henry's Grill, and the elderly residents of Big Bethel Towers.

Two park designs are suggested for the corner. A small "vest pocket" park with landscaping and furnishings would provide possible recreation opportunities and would lend itself well to this site. Such a park would provide a place for outdoor lunches, an attractive MARTA bus stop setting, and a much needed outdoor space for elderly neighborhood residents, and it would bring a focus to the avenue as a visual and physical buffer zone. In lieu of a small open park, should a modest building be constructed on the site, a perimeter of green space bordering the building should be considered. Offering a view of Piedmont Road and Auburn Avenue, the space would again, provide a waiting area for MARTA and a social gathering place for shoppers and residents.

Finally, there is the crucial Sweet Auburn Square space. The creation of this space contemplates the removal of the buildings on the northeast corner of Butler and Edgewood. This space would open up the visual appeal of the important historic buildings nearby and provide needed sitting space to facilitate the lunch time activities that occur within the Municipal Market. The square should be graded and planted to lend an air of dignity to the neighborhood. With direct access to several surrounding buildings, the square would function as a means to integrate various parts of the shopping complex.

The Atlanta Department of Recreation has determined that the Sweet Auburn area has sufficient recreation facilities for its population. However, in assessing the communities' needs, the recreation department did not pay adequate attention to the needs of the avenue's elderly residents and recreation for them.

Although there may be tennis courts and playgrounds, there are too few areas for more passive recreation. The creation of the arts and crafts center and the development of landscaping as noted above would serve to enhance the recreational potential of the neighborhood for its elderly residents.

The two facilities in the neighborhood that serve recreational functions are the Butler Street YMCA and the Martin Luther King, Jr. Center. The staffs of these two institutions should discuss how the facilities could compliment each other and benefit from mutual programs. Currently, the YMCA is renovating its building to upgrade existing facilities and to add new ones. The King center has a small indoor meeting area, some indoor gym space, a natatorium, and an outdoor play area for small children.

The YMCA also wants to increase the range of programs to include more activities that would satisfy the community needs along Auburn Avenue and that would physically open the YMCA onto Auburn Avenue. The YMCA owns the building adjacent to its north side and should consider purchasing the area taken up by the gasoline service just west of Butler Street and Auburn Avenue in order to provide an Auburn Avenue entrance into the YMCA through a small park/open space.

Parking

Local shopkeepers feel the lack of parking in the Auburn Avenue area is a major deterrent to business. Other than approximately 50 metered spaces on main streets, parking is restricted to inconvenient off-street lots.

A parking inventory taken in the summer of 1979 by the HABS team revealed the need for nearly 1,100 parking spaces to fully support all the floor space in the Auburn Avenue area. Most of the existing fee lots have set up rates that encourage all-day parking. Merchants need either free or low-cost short-term parking spaces for their patrons.

Three kinds of parking lots exist around Auburn Avenue: restricted lots, public fee lots, and public no-cost lots, making a total of 1641 off-street spaces within the study area. Restricted lots account for about one-third of the parking spaces and are allocated to employees of nearby businesses and residents of local buildings. Only 22 free public spaces exist in or near the area. The 133 spaces surrounding the Municipal Market are open only to market patrons. This leaves 1019 fee spaces open to the public.

Currently, few thriving businesses exist in the Auburn area. As the Auburn area structures fill with prosperous businesses, however, sufficient funds could be raised to build parking garages and ensure low-cost, short-term parking for business patrons in the area.

The Sweet Auburn Square development would require the largest additional parking arrangements. About 500 new spaces are needed to support the suggested new development.

The space south of Edgewood and east of Bell Street now holds about 30 spaces for Municipal Market. The area was donated to the city for use as a park, but because of its configuration and its location adjacent to the expressway, the area is unsuitable for that purpose. If an exchange were made, locating the park in Sweet Auburn Square (between Auburn, Edgewood, Butler, and Bell streets), the present arrangement could continue. Redesigning, the lot could accommodate 45 cars, and these spaces could be accessible to the public.

The area north of the Odd Fellows Building is used by United Life Insurance Company as a parking lot for its employees and by Georgia Power for a substation. The I-75/85 expressway is soon to be widened and improved through the Auburn area. Part of the improvement is the planned elimination of the southbound on-ramp at Houston Street. This would free the land directly across from the United Life Building for employee parking. An exchange could be made between the city and United Life to free a parking area equal in size to that in the on-ramp area for public parking behind the Auburn Avenue structure east of Bell Street.

Georgia Power Company should be approached to obtain leases for parking on land that is behind the Odd Fellows Building and is not used by the substation. New walls would be necessary around the substation to protect the public from electrical hazards. One hundred new parking spaces would result from these arrangements with United Life and Georgia Power.

The city has plans to build a 250 space parking garage south of the Municipal Market, which would add 140 parking spaces to the area. Two obstacles have delayed the project. First, the city does not now own all of the land behind the market, and this land must be acquired. Second, the city requires evidence of a likely increase in business at the Municipal Market in order to expend money in the construction project.

As the area develops and buildings become fully occupied, a second parking garage could be justified. The area south of Auburn and east of Bell Street would be an ideal location for a garage of 200 spaces. In addition, a few service shops, shoe repair, coin laundry, and/or tobacconists located along the ground floor would compliment the streetscape north of Auburn Avenue and encourage people to walk under the widened expressway. A continued absence of structures in this area would further divide the two Auburn Avenue communities that lie on either side of the expressway.

CONCLUSION

The Sweet Auburn area has made an important historical contribution to the United States. Physical evidence of that contribution remains today but is in danger of being destroyed. Renovation of the structures and revitalization of the neighborhood is possible, and markets exist to support that effort. The effort, however, is going to require work on the part of individuals and groups within the neighborhood to show how the markets can be used to best advantage.

Auburn Avenue has had a tradition of being the nursery for new enterprises and an example of cooperation and self help to the American black community. Using the strong institutions that remain along the avenue, the community needs to build anew on this sense of mutual support, self help, and enterprise. New connections between downtown, tourists, shoppers, workers, and other sources of new commerce in the Auburn area need to be explored and united to the existing economic strengths of the neighborhood. A vital Auburn Avenue community is realizable. It requires a sense of commitment to make it work.

GRAPHIC DOCUMENTATION

AUBURN AVENUE STREET FACADES

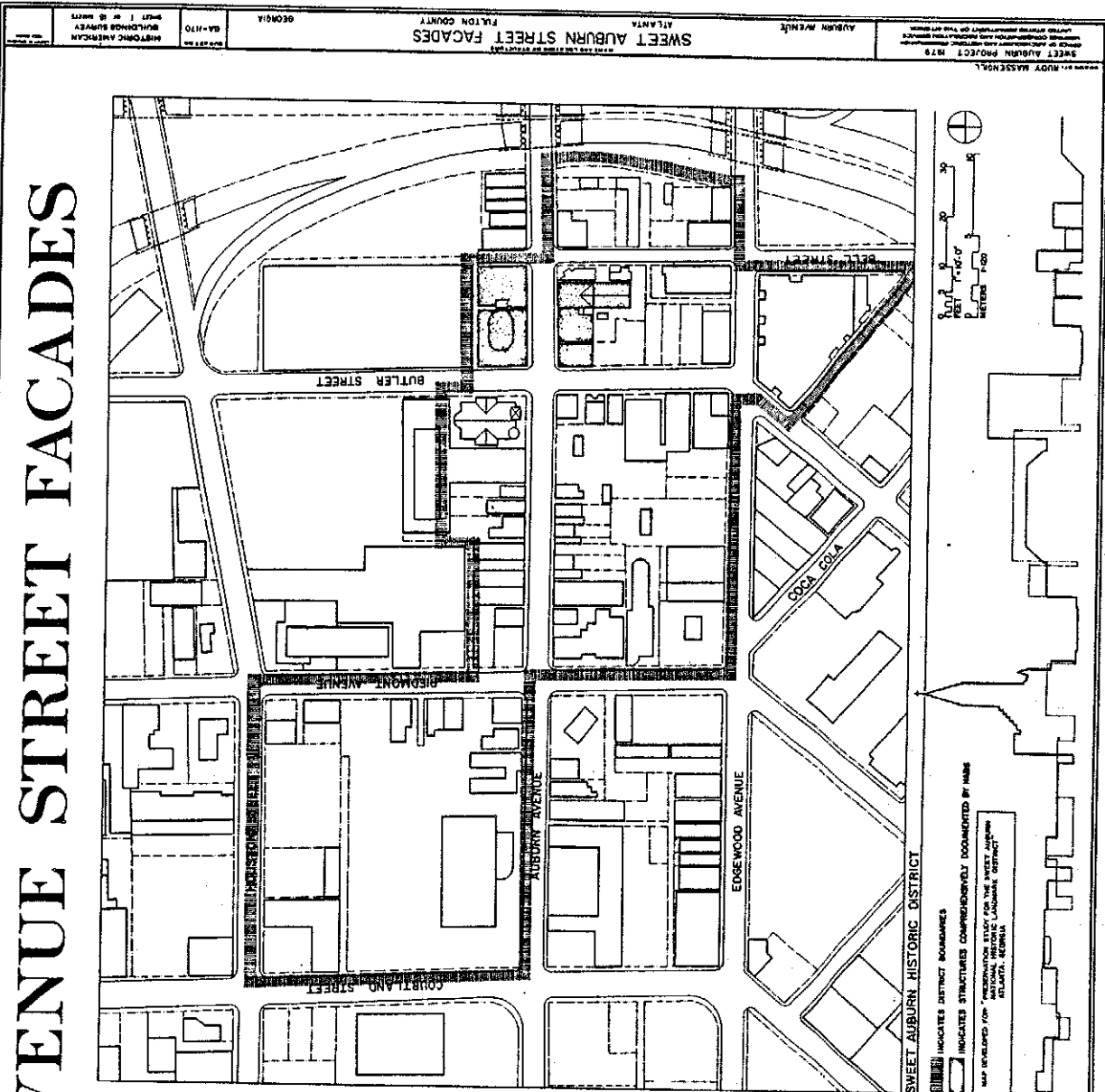
THE 1979 "SWEET AUBURN" PROJECT WHICH INCLUDED BOTH DOCUMENTARY RECORDING OF HISTORIC STRUCTURES AND PROPOSALS FOR THEIR REHABILITATION WAS INITIATED BY THE HISTORIC AMERICAN BUILDINGS SURVEY (HABS) OF THE HERITAGE CONSERVATION AND RECREATION SERVICE (HCRS). THIS PLAT PROJECT WAS UNDER THE DIRECTION OF THE SURVEY'S CHIEF, JOHN POPPELIER AND KENNETH L. ANDERSON, PRINCIPAL ARCHITECT. TECHNICAL PRESERVATION SERVICES (TPS-HCRS) PROVIDED A STAFF HISTORIAN, DAN DURETTI TO COORDINATE THE PROJECT. OTHER COOPERATORS WERE THE SOUTHEAST REGIONAL OFFICE OF THE HERITAGE CONSERVATION AND RECREATION SERVICE, THE GEORGIA STATE HISTORIC PRESERVATION OFFICE, THE CITY OF ATLANTA (BUREAU OF CULTURAL AFFAIRS, OFFICE OF ECONOMIC DEVELOPMENT, AND THE URBAN DESIGN COMMISSION), AND THE AUBURN AVENUE REVITALIZATION COMMITTEE. STRUCTURES WITHIN THIS NATIONAL HISTORIC LANDMARK DISTRICT WERE MEASURED AND DRAWN IN THE HABS AUBURN AVENUE FIELD OFFICE. DOCUMENTATION WAS CARRIED OUT BY PROJECT SUPERVISOR, PROFESSOR RICHARD K. DOZIER (TUSKEGEE INSTITUTE), PROJECT PLANNER, PROFESSOR ARNELL I. CONNELL (GEORGIA INSTITUTE OF TECHNOLOGY), HISTORIAN, DARLENE POTTS (EMORY UNIVERSITY), ASSISTANT HISTORIAN, DEAN ROWLEY (EMORY UNIVERSITY), LANDSCAPE ARCHITECT, PAUL DOLSKY (AMERICAN UNIVERSITY), ARCHITECT, RICHARD J. CRONENBERGER (UNIVERSITY OF MIAMI), ARCHITECTURE FOREMAN, MICHAEL D. CLARK (TUSKEGEE INSTITUTE), AND ARCHITECTURE TECHNICIANS, ROGER BENDOLPH (TUSKEGEE INSTITUTE), DWIGHT BURNS (TEXAS TECH UNIVERSITY), AND DAVID CAVENDER (GEORGIA INSTITUTE OF TECHNOLOGY).

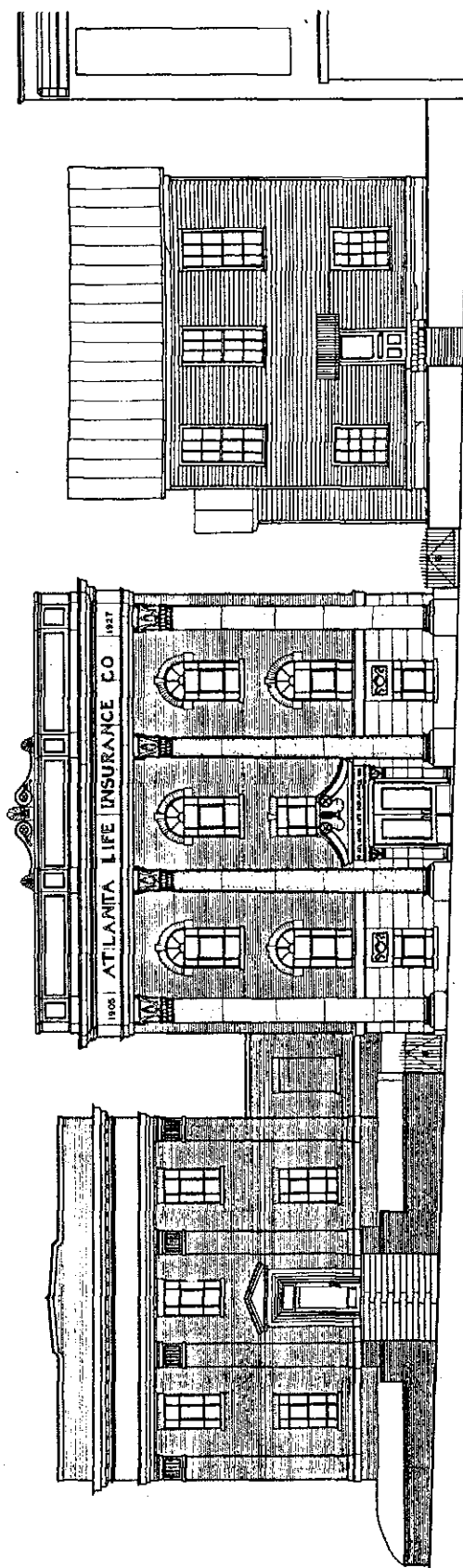
THE PHENOMENAL GROWTH OF BLACK ENTERPRISE IN THE POST CIVIL WAR PERIOD IS TYPIFIED BY THE "SWEET AUBURN HISTORIC DISTRICT". ONCE A SPRAWLING EXPANSE OF ONE MILE, THE DISTRICT HAS BEEN ALTERED BY THE CONSTRUCTION OF A MODERN INTERSTATE HIGHWAY AS WELL AS INTRUSIVE BUILDINGS OF RECENT CONSTRUCTION. THERE REMAINS ON THE WEST SIDE OF I-85 OUTSTANDING EXAMPLES OF THE INSTITUTIONAL BUILDINGS OF THE DISTRICT DURING THE EARLY 20TH CENTURY.

THE NAME SWEET AUBURN WAS COINED BY JOHN WESLEY DOBBS AND APPLIES TO AUBURN AVENUE WHICH WAS CALLED THE "RICHEST NEGRO STREET IN THE WORLD". LIKE OTHER BLACK COMMUNITIES THROUGHOUT THE COUNTRY, SWEET AUBURN'S SUCCESS WAS INTRICATELY TIED TO THE RESIDENTIAL PATTERN FORCED ON BLACKS BY THE RISE OF JIM CROW. THE SWEET AUBURN HISTORIC DISTRICT IS A GOOD EXAMPLE OF THE RESULTS OF SEGREGATION POLICIES AS WELL AS A PRIME CASE POINTING OUT THE MERITS OF ENTREPRENEURS.

THOUGH THE SUCCESS OF SWEET AUBURN IN RECENT YEARS HAS BEEN DIMINISHED, THE REMNANTS OF PAST DAYS ARE CLEAR ALONG THE STREETS OF THE SWEET AUBURN DISTRICT.

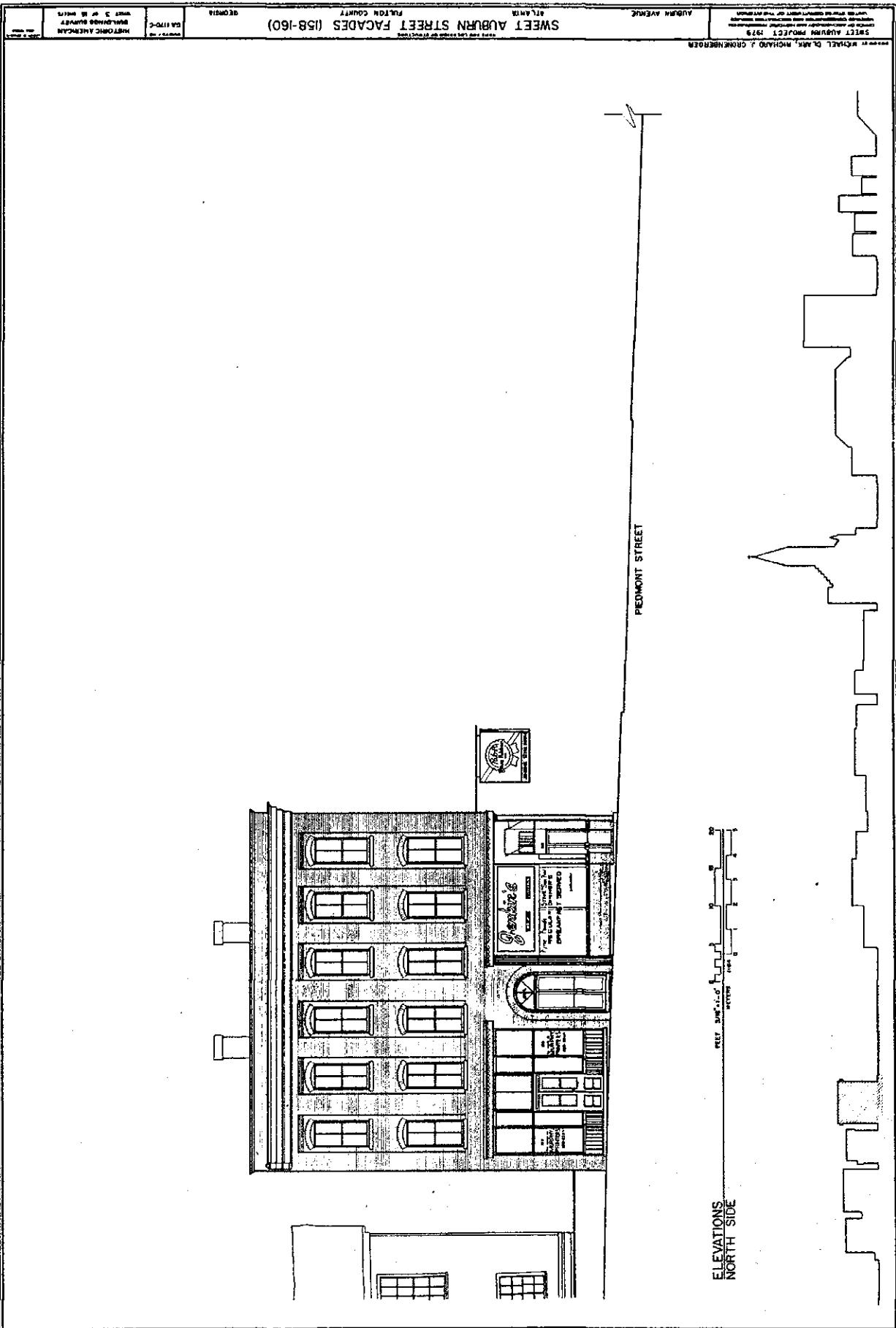
NOTES:
SOLID LINE REPRESENTS BUILDING OUTLINES ALONG NORTH SIDE OF AUBURN AVENUE
DOTTED LINE REPRESENTS BUILDING OUTLINES ALONG SOUTH SIDE OF AUBURN AVENUE
NOT TO SCALE



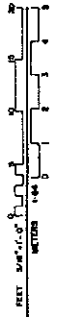
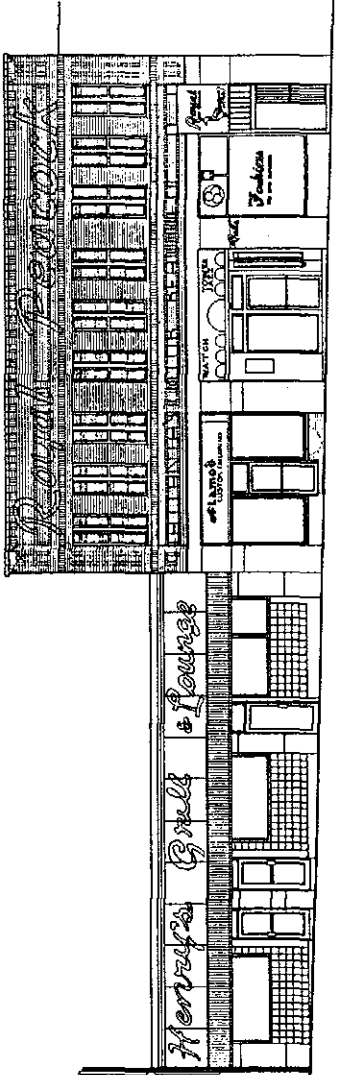


ELEVATIONS
NORTH SIDE

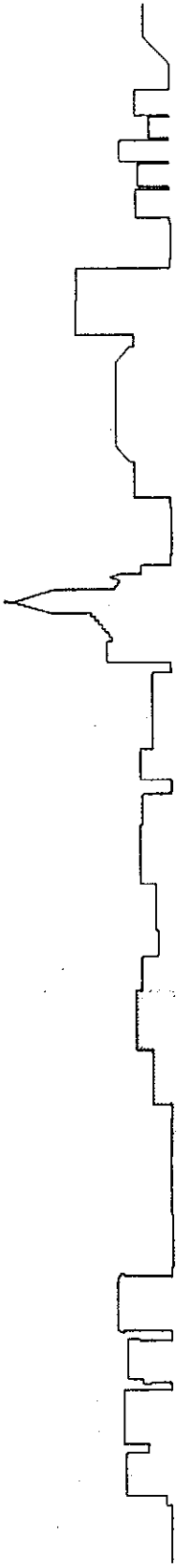


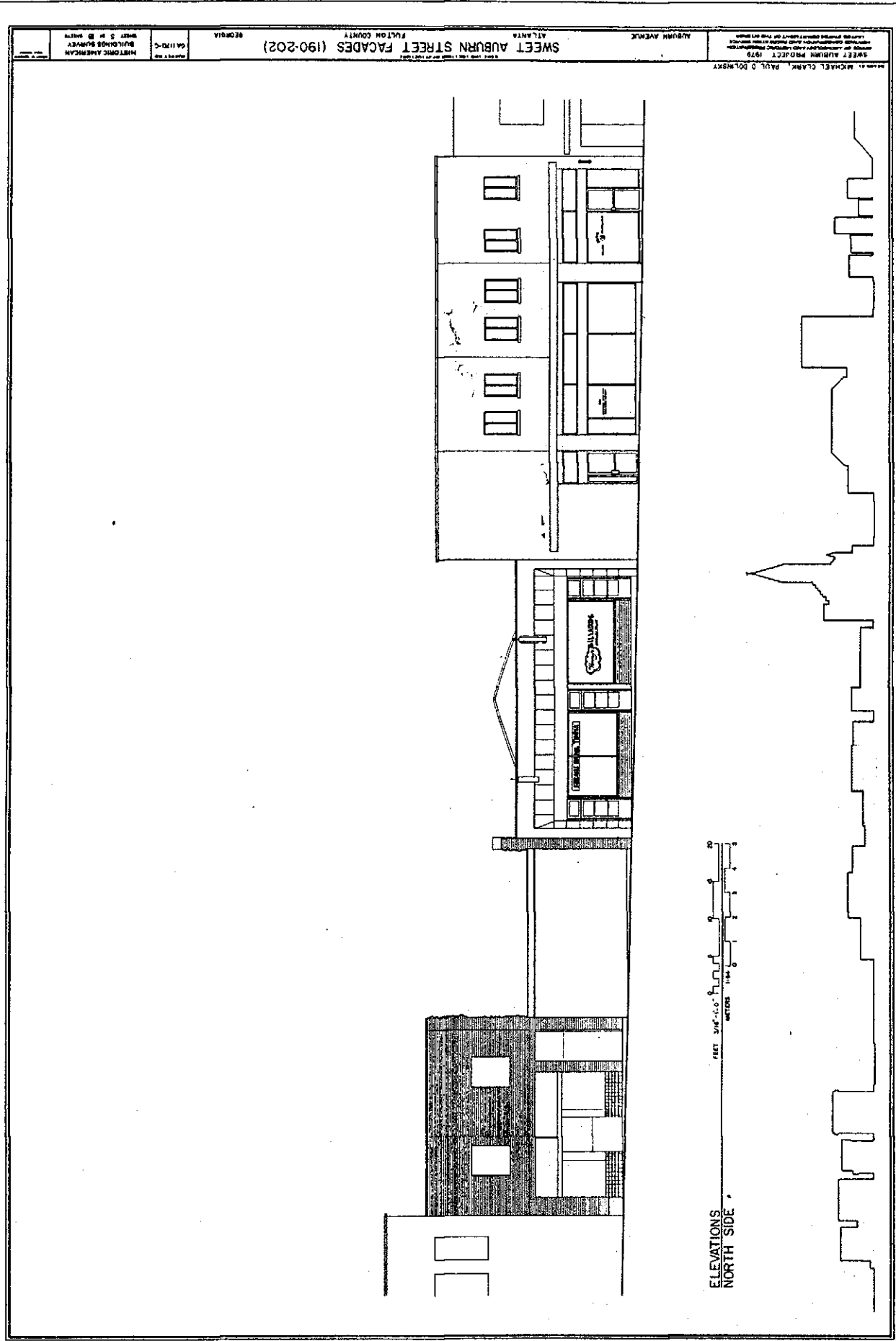


SWEET AUBURN PROJECT #19
ARCHITECT: MICHAEL CLARK, PAUL D. DONAHUE
AUBURN AVENUE
ATLANTA
SWEET AUBURN STREET FACADES (180-188)
FULTON COUNTY
GEORGIA
SHEET NO. 04-170-C
REVISIONS: 01-15-18
DATE: 01-15-18



ELEVATIONS
NORTH SIDE





SWEET AUBURN PROJECT 1978
DESIGNED BY MICHAEL CLARK, PAUL D. DOLINSKY
UNITED STATES DEPARTMENT OF THE INTERIOR
BUREAU OF LAND MANAGEMENT
NORTHWESTERN DISTRICT OF THE UNITED STATES

AUBURN AVENUE

ATLANTA

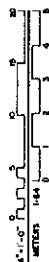
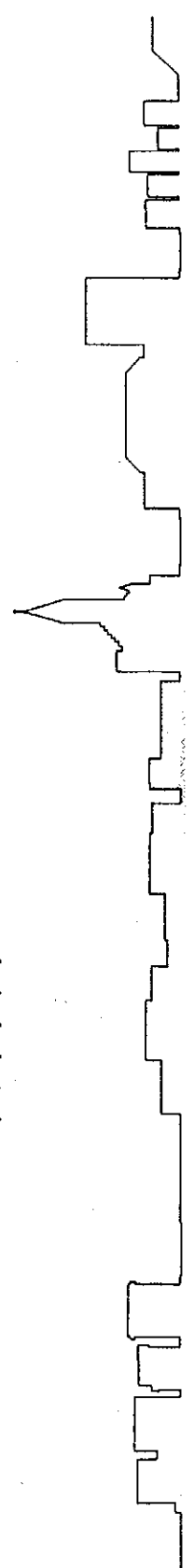
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FULTON COUNTY

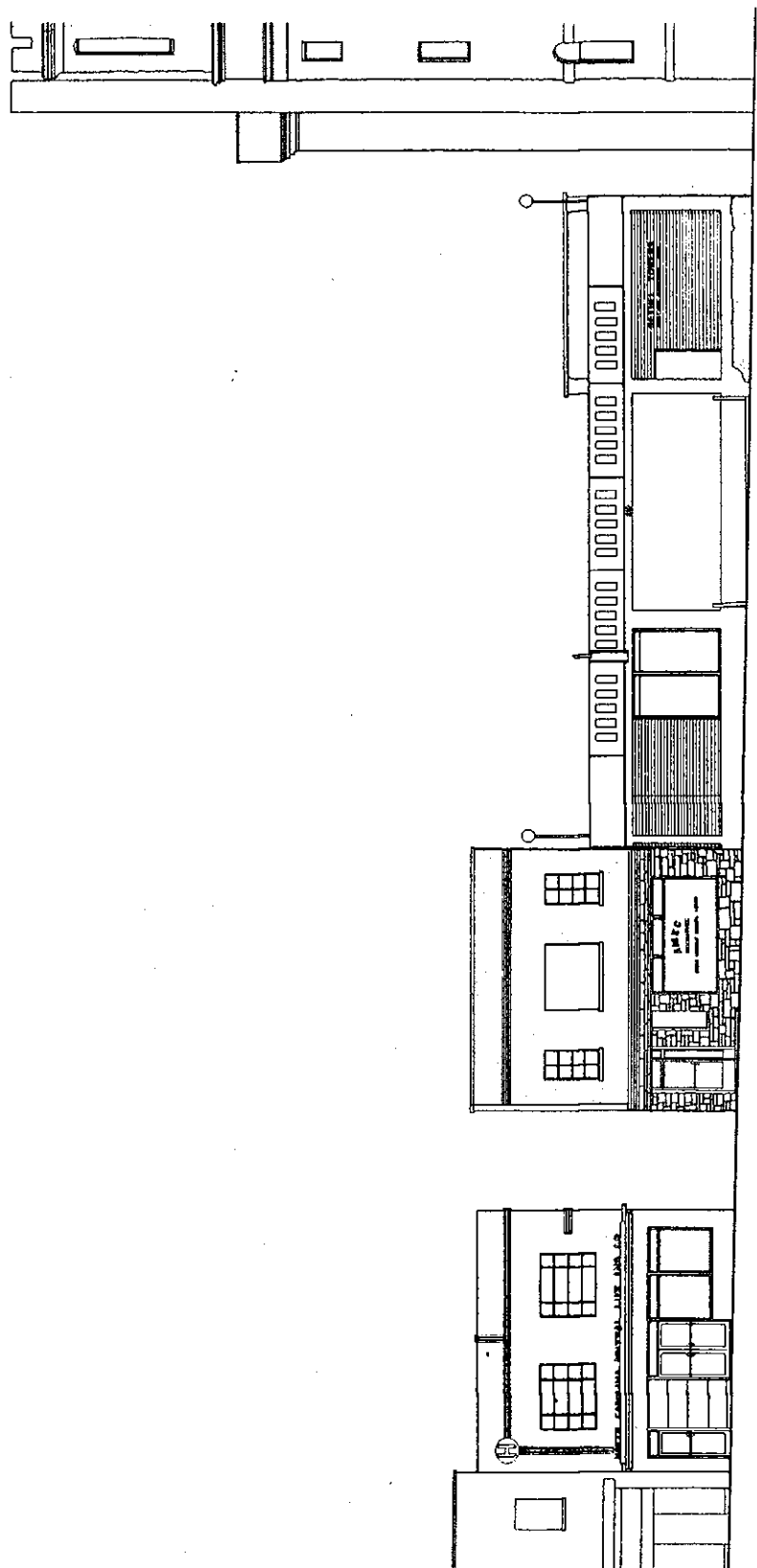
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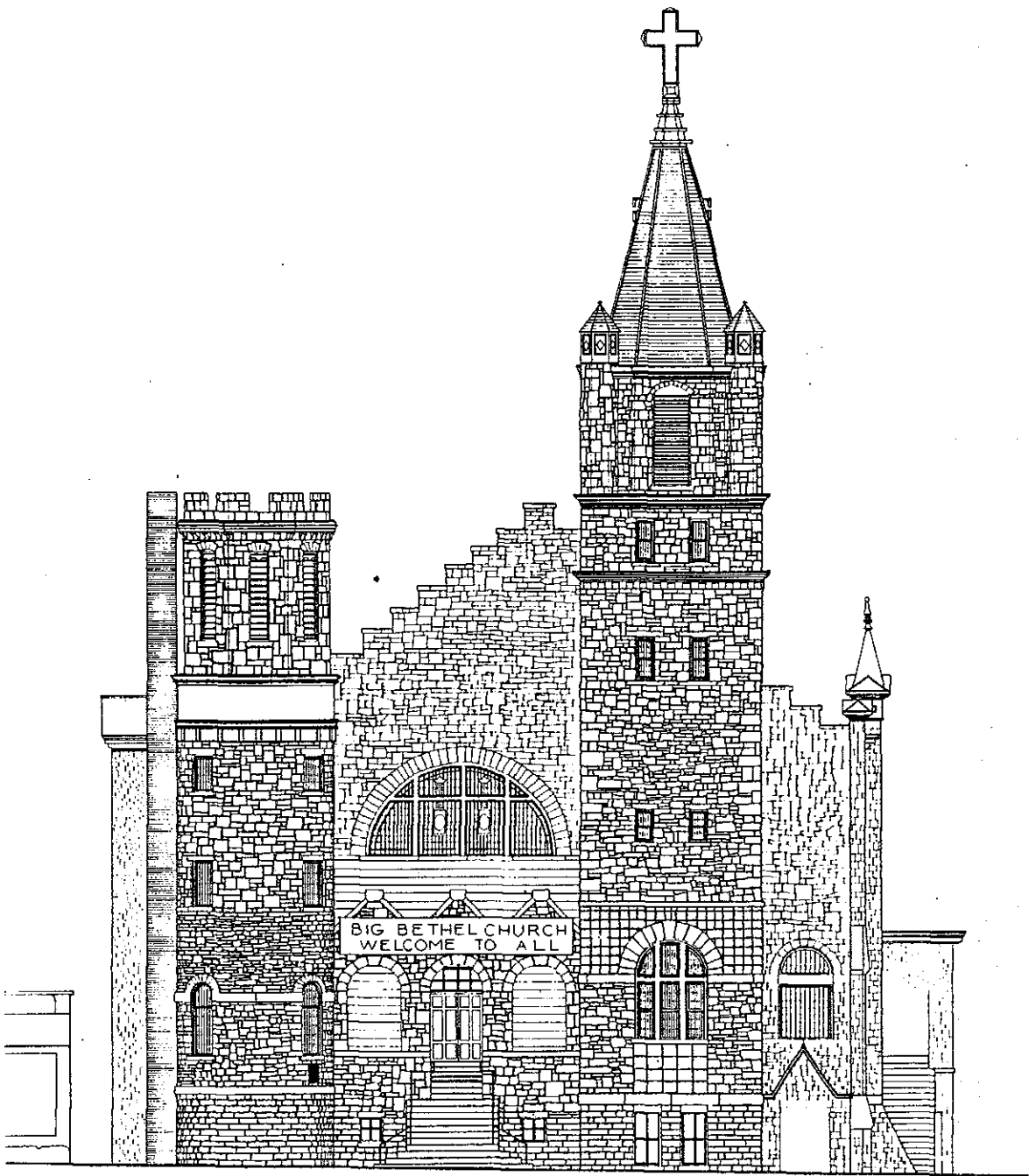
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HISTORIC AMERICAN
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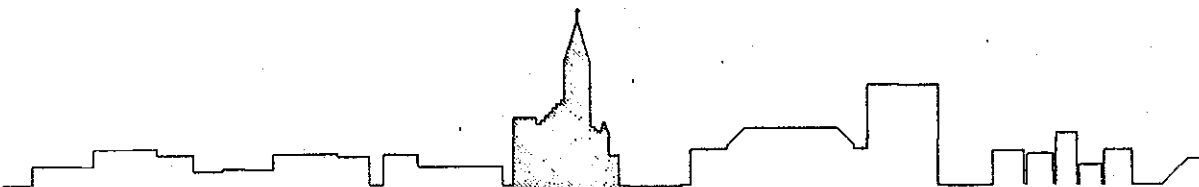
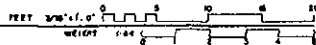


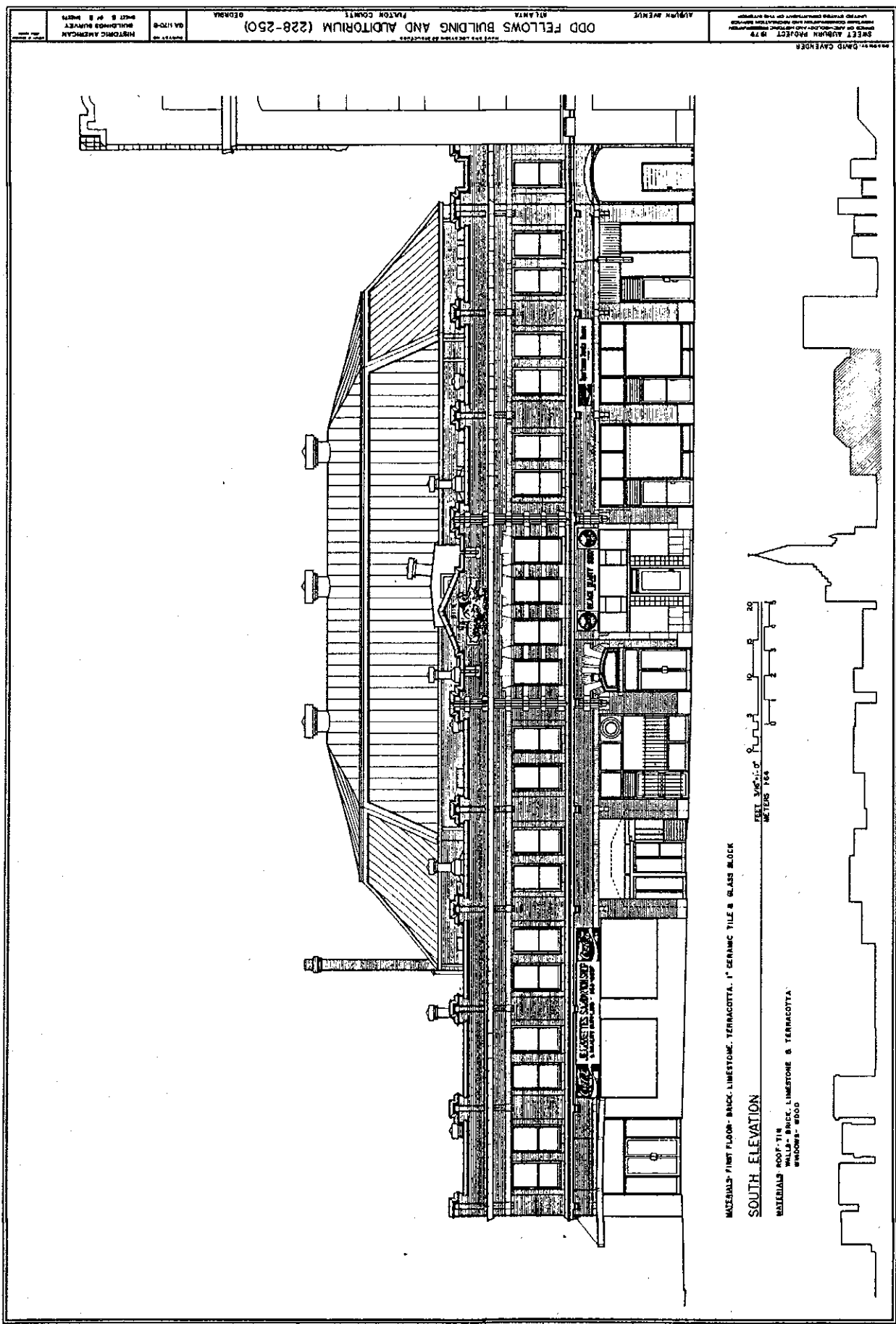
ELEVATIONS
NORTH SIDE





ELEVATIONS
NORTH SIDE



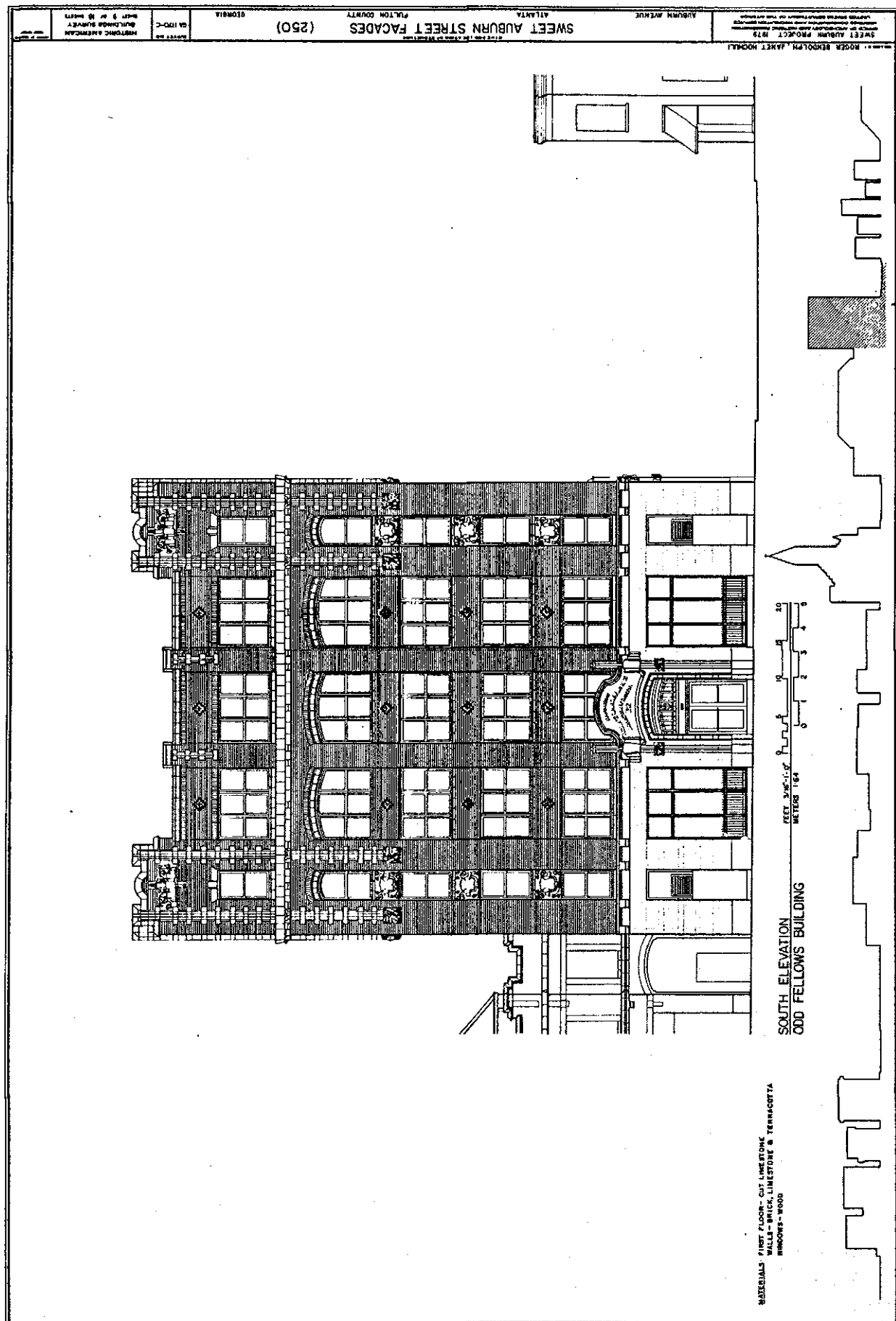


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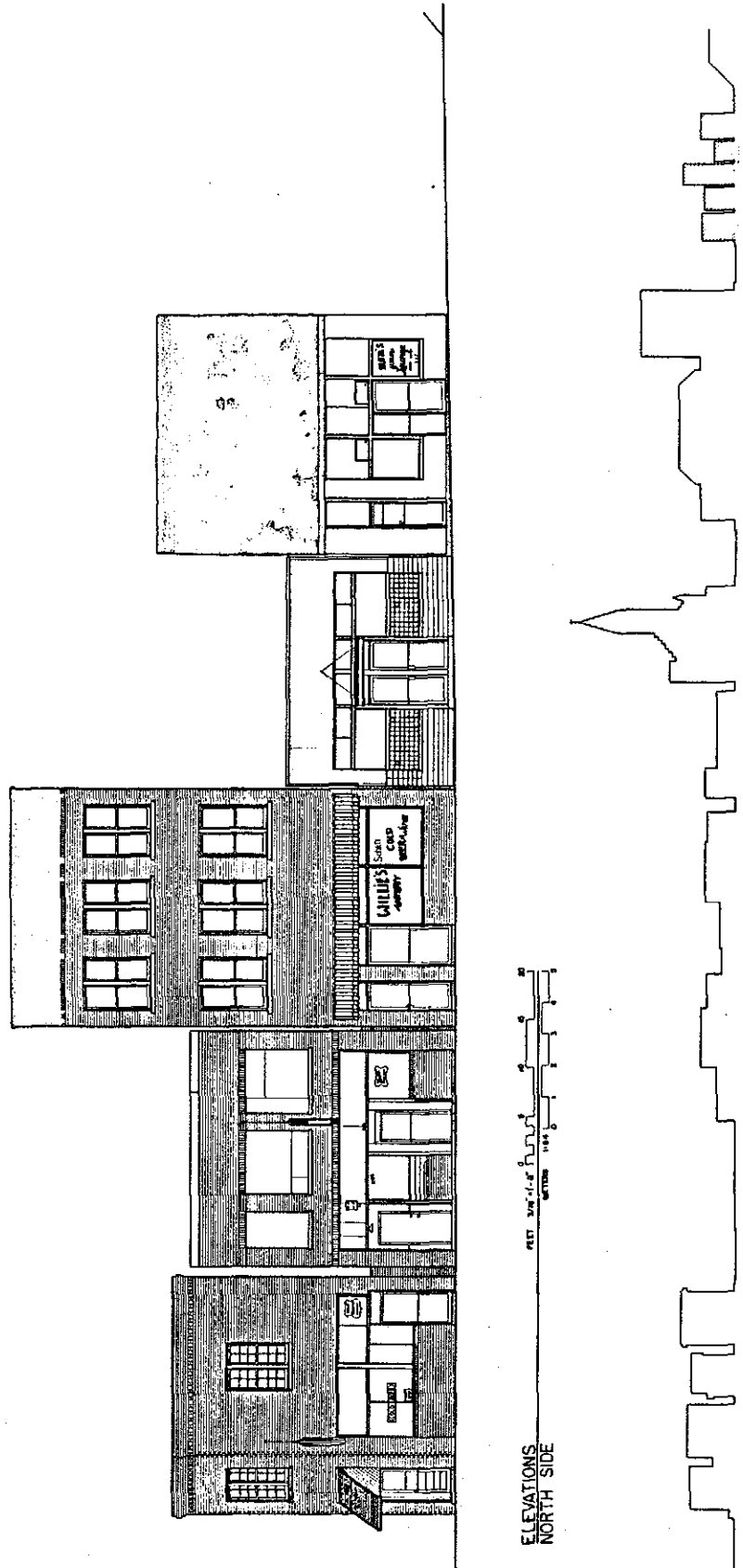
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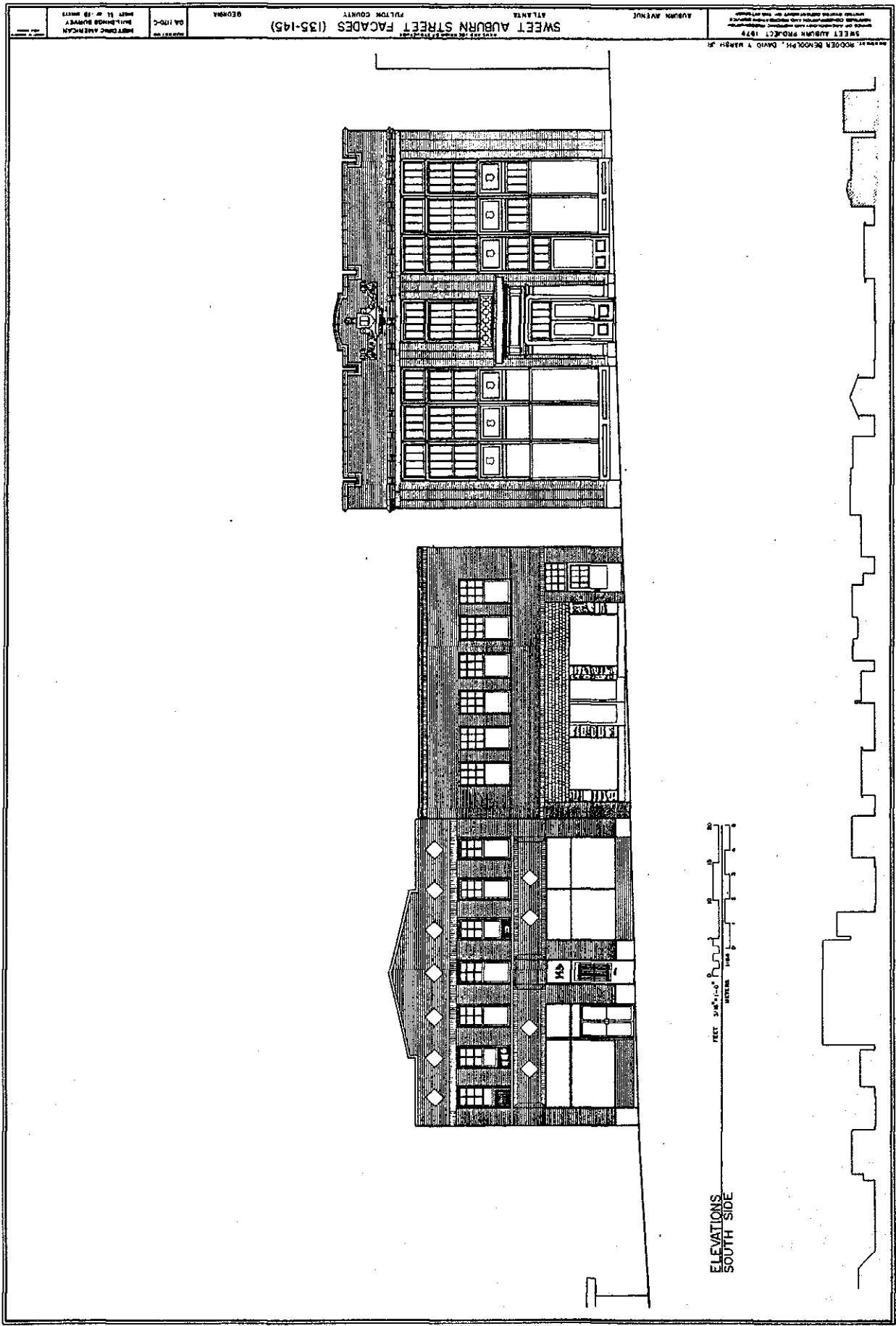
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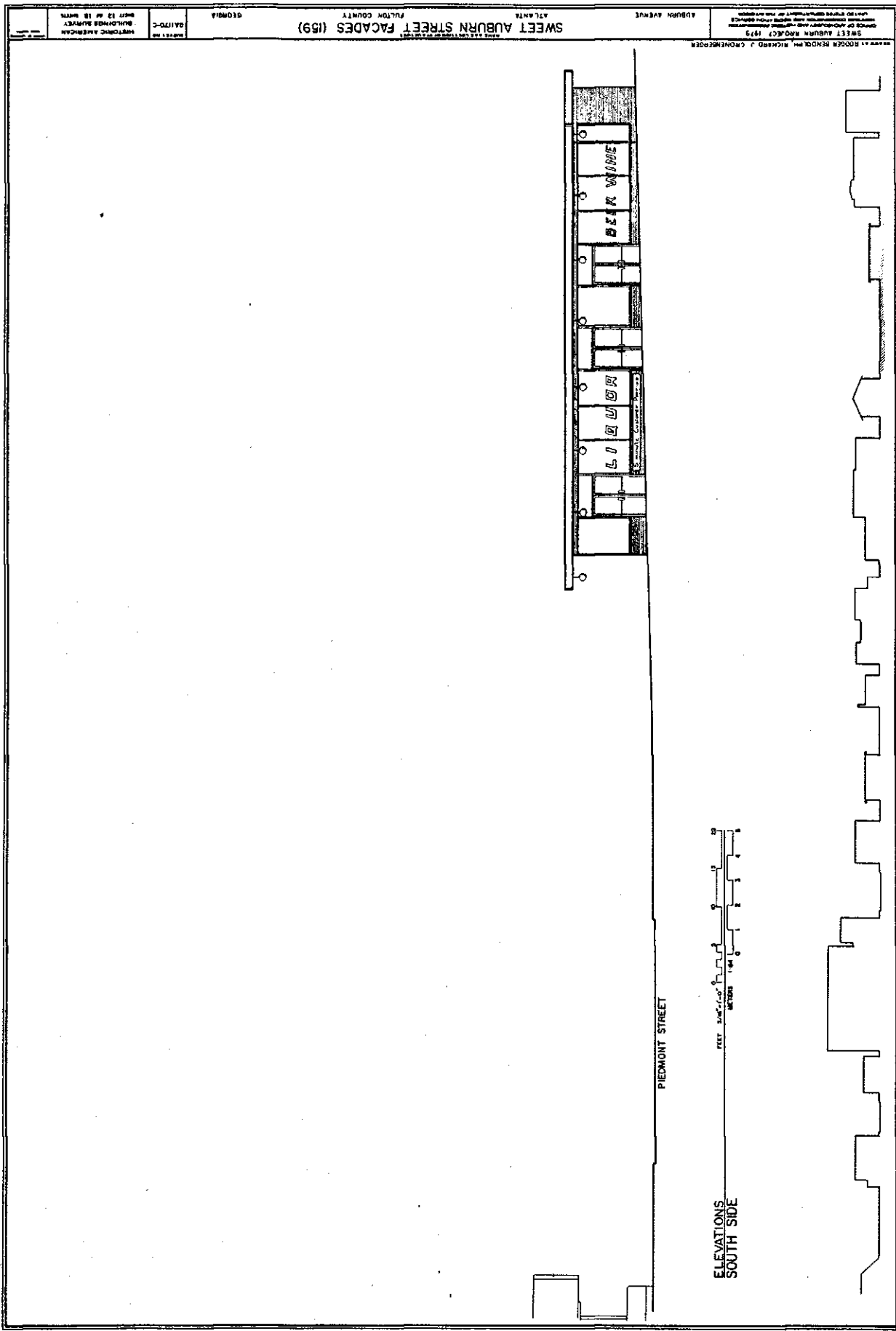
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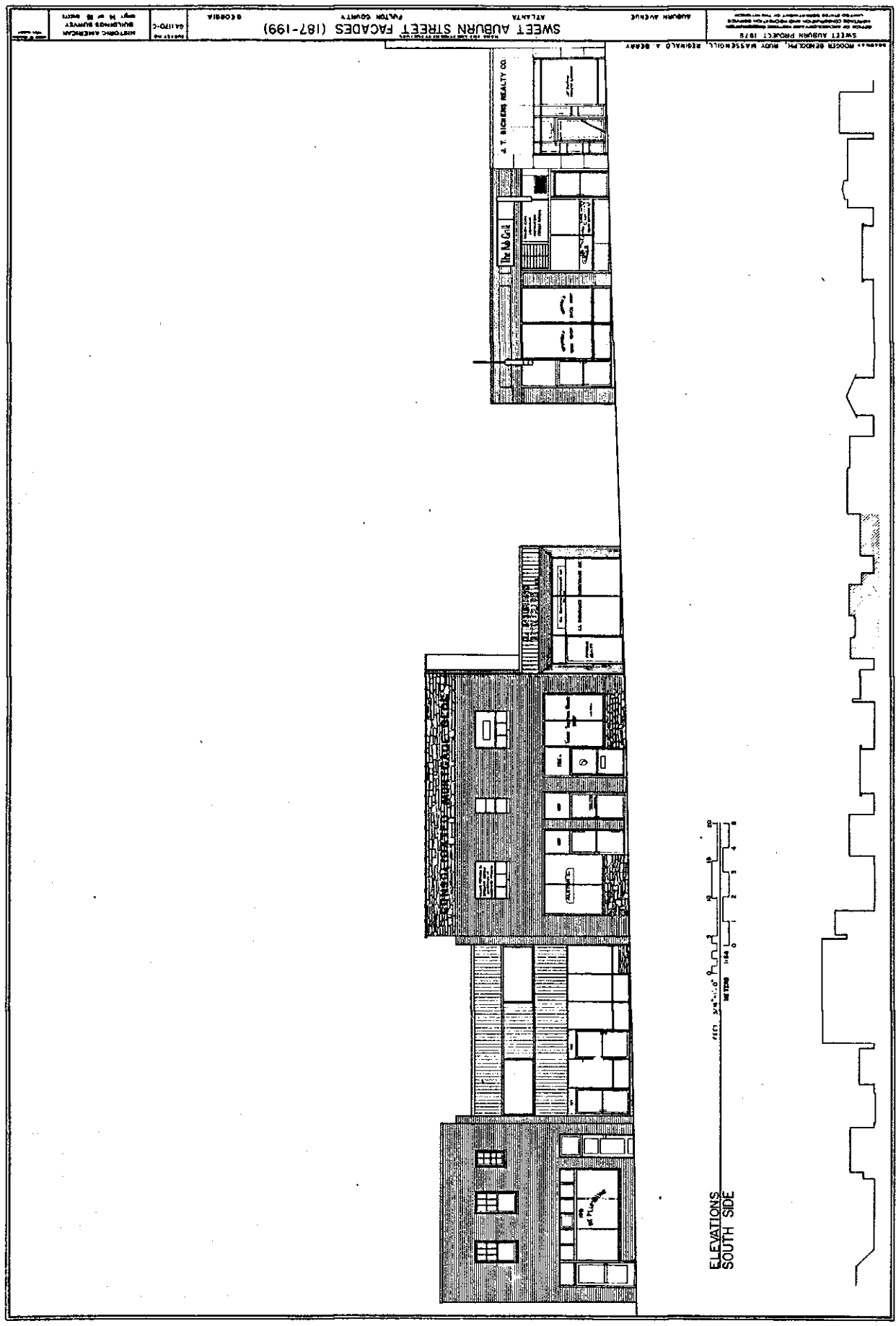


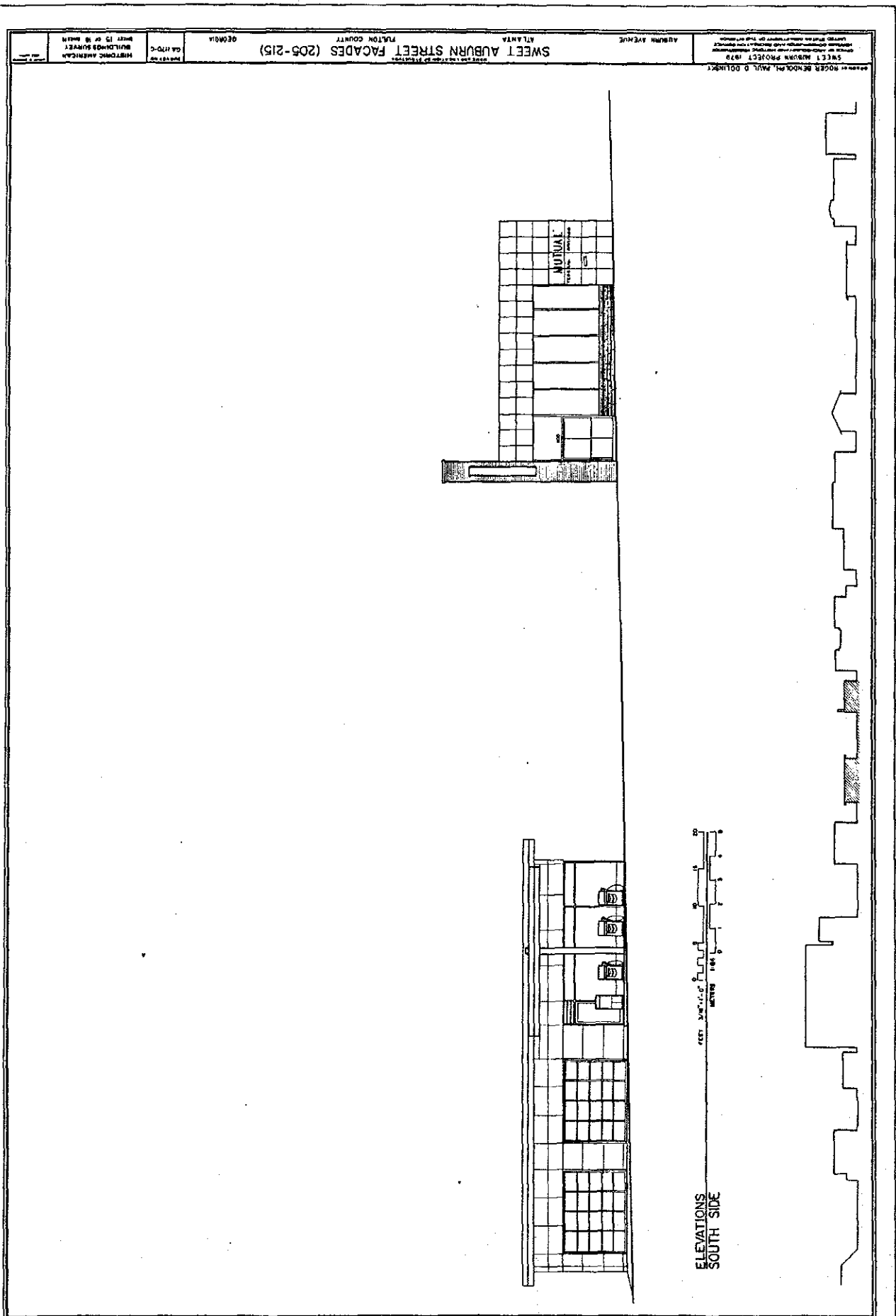
SWEET AUBURN PROJECT 1978 ARCHITECT: RICHARD J. CRONE AND ASSOCIATES 1000 10TH AVENUE, SUITE 1000, ATLANTA, GEORGIA 30309 PH: 404-525-1100		AUBURN AVENUE	
SWEET AUBURN STREET FACADES (254-262)		ATLANTA	
FULTON COUNTY		GEORGIA	
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BUILT: 1910-1915		BUILT: 1910-1915	

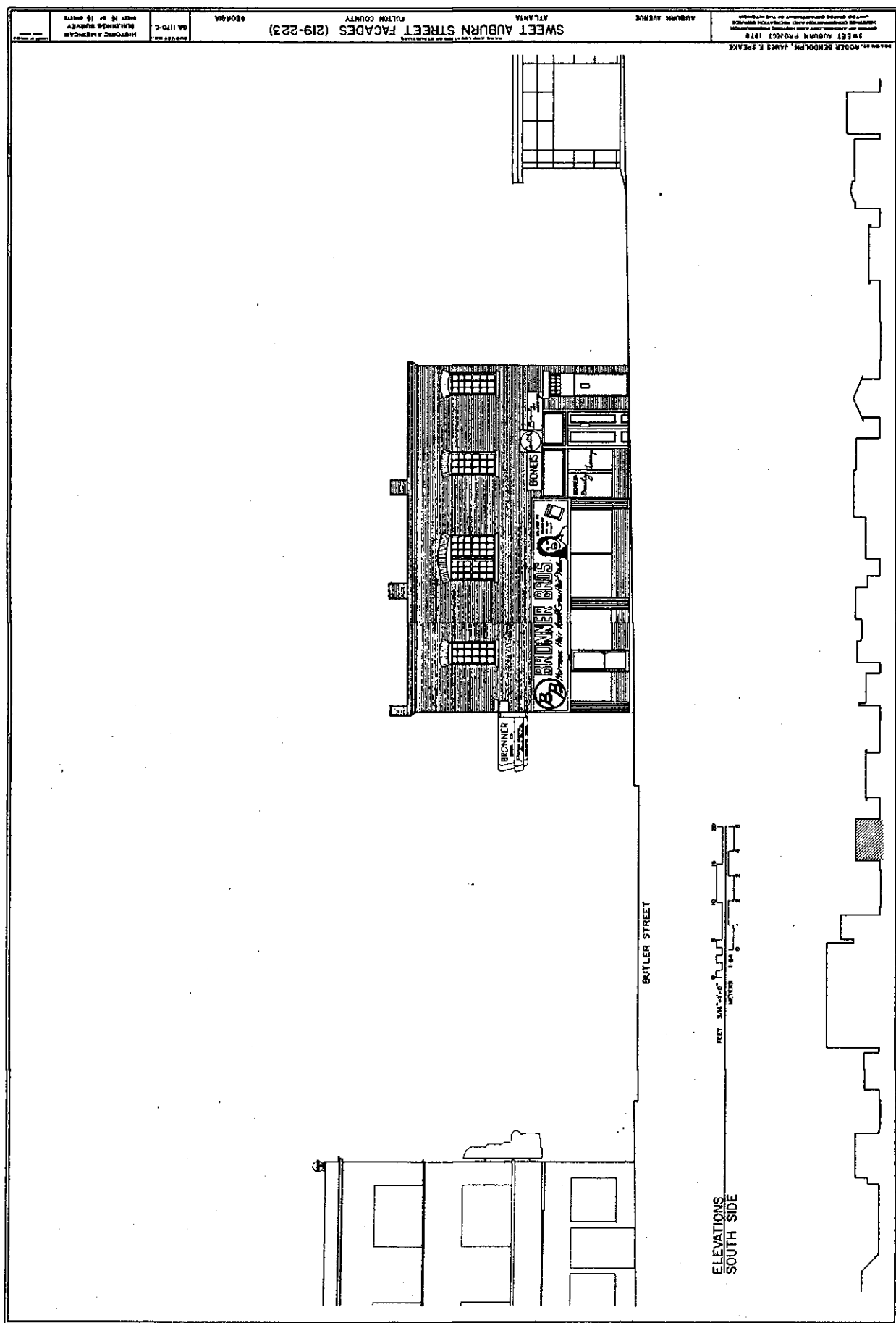


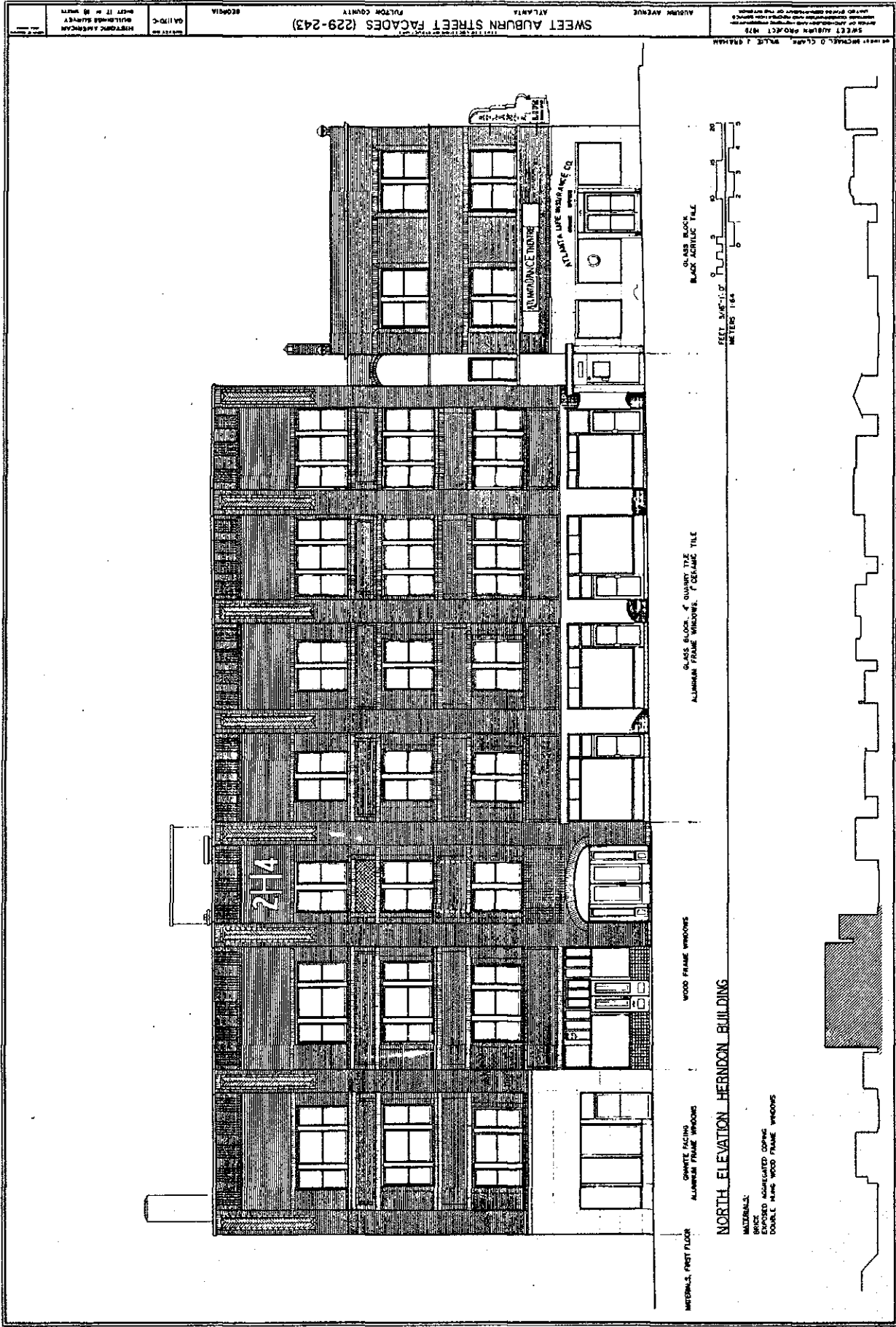










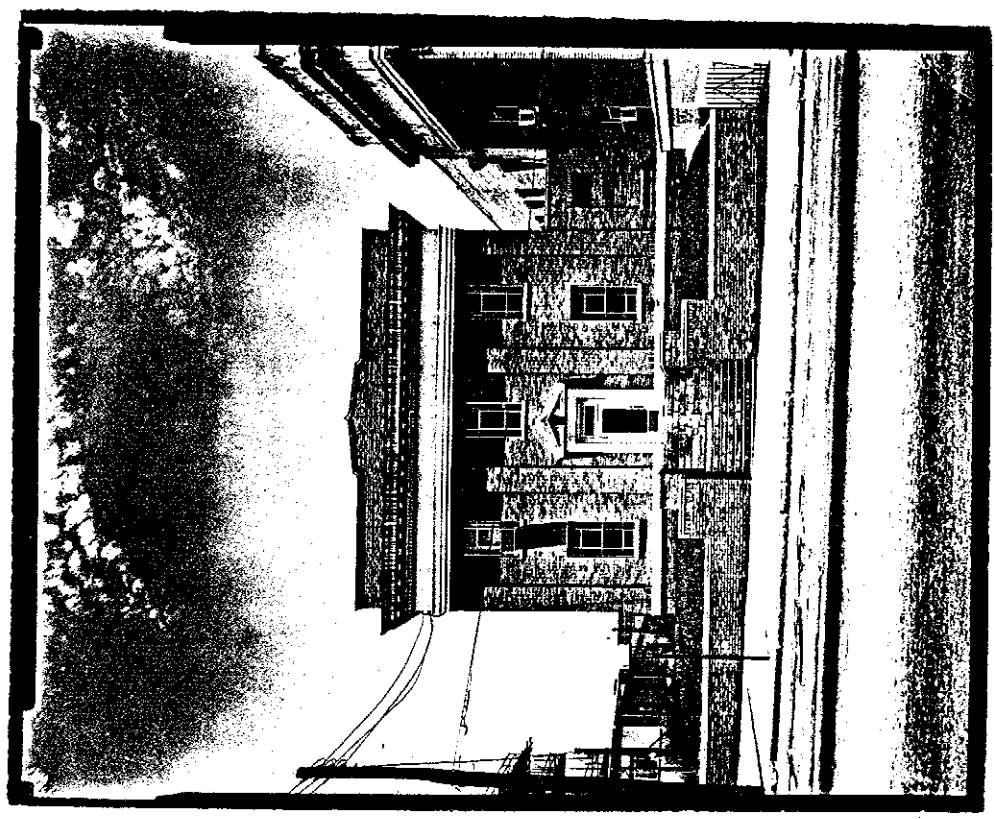


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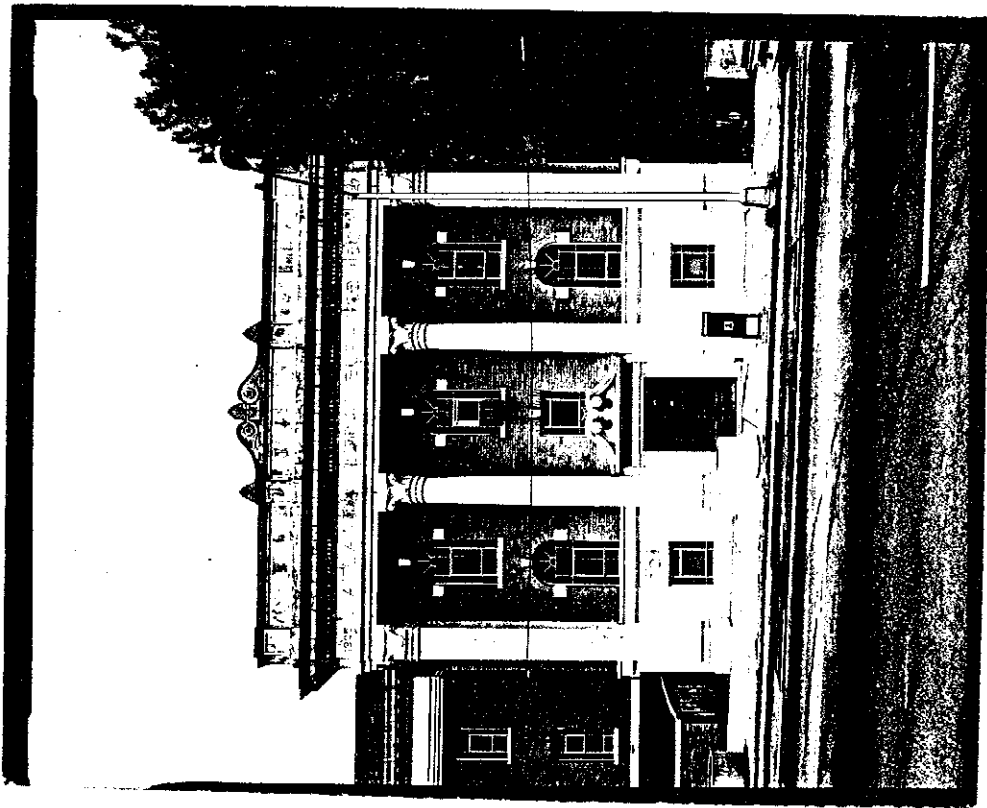
Photographs courtesy of the Georgia State Historic Preservation Office
Jim Lockhart, Photographer

AUBURN AVENUE - SOUTH ELEVATIONS

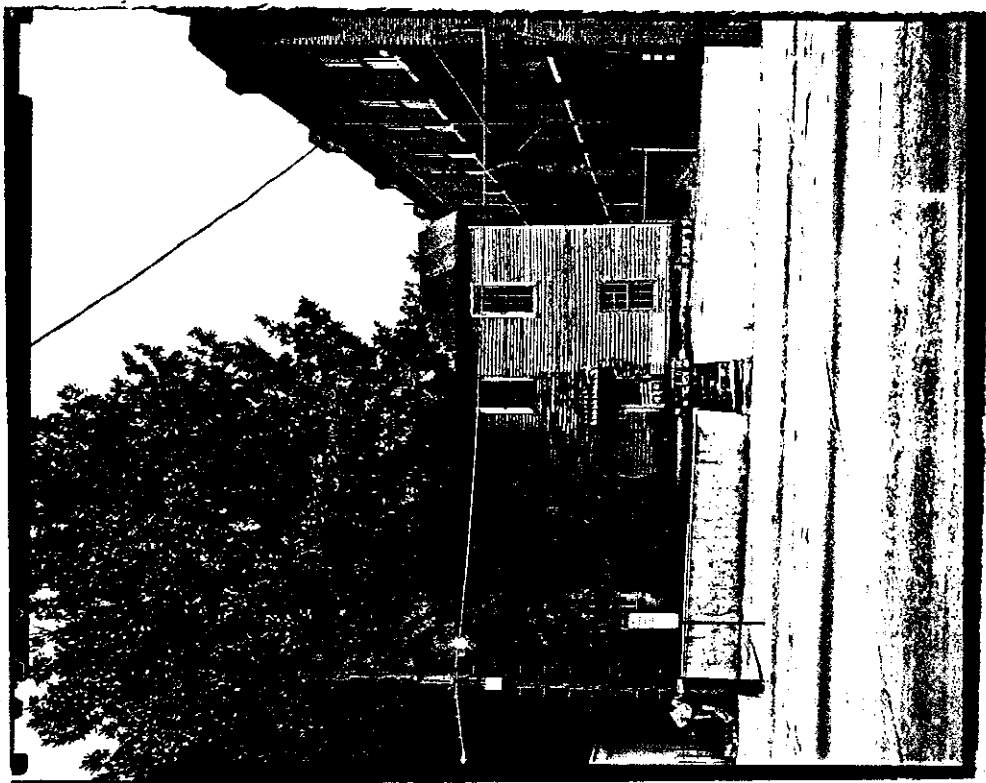
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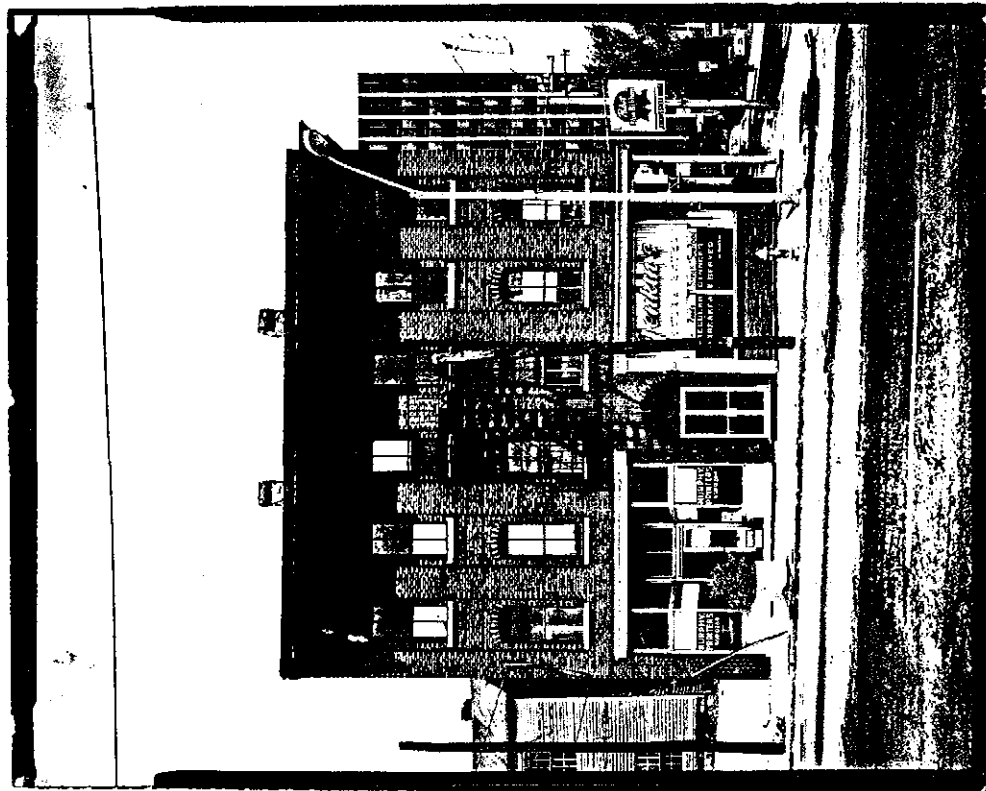
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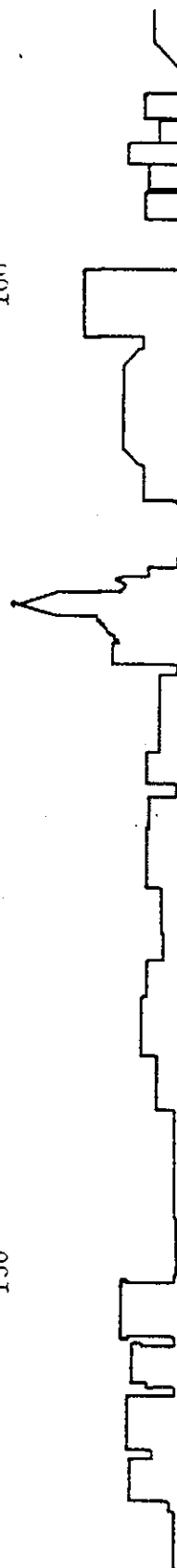
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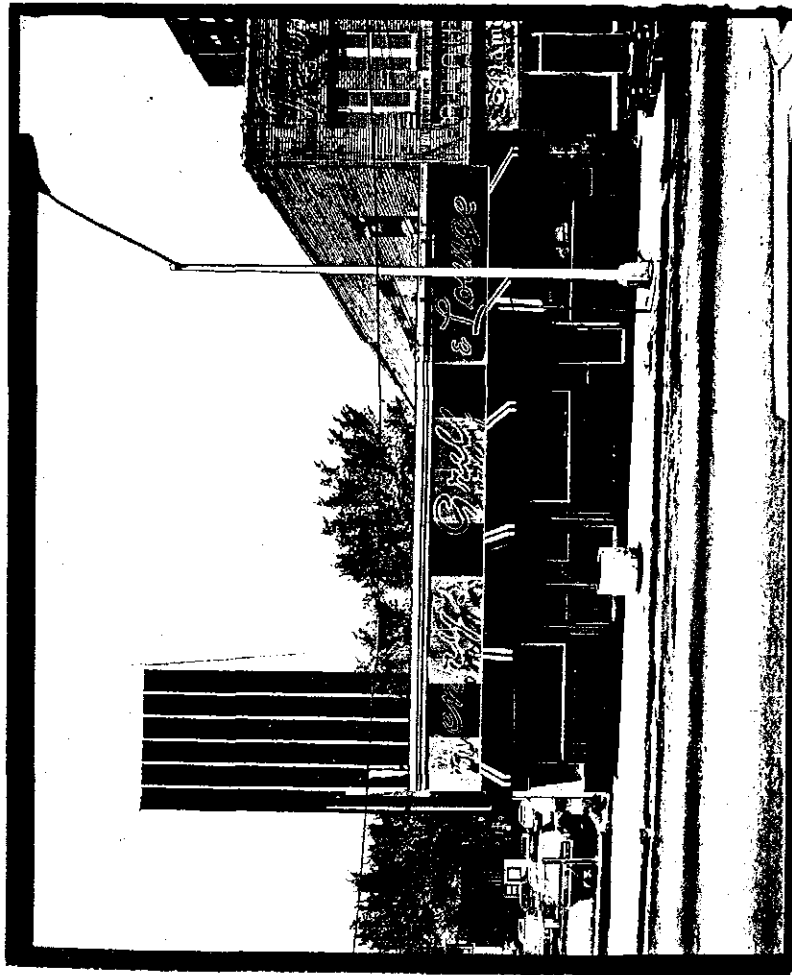


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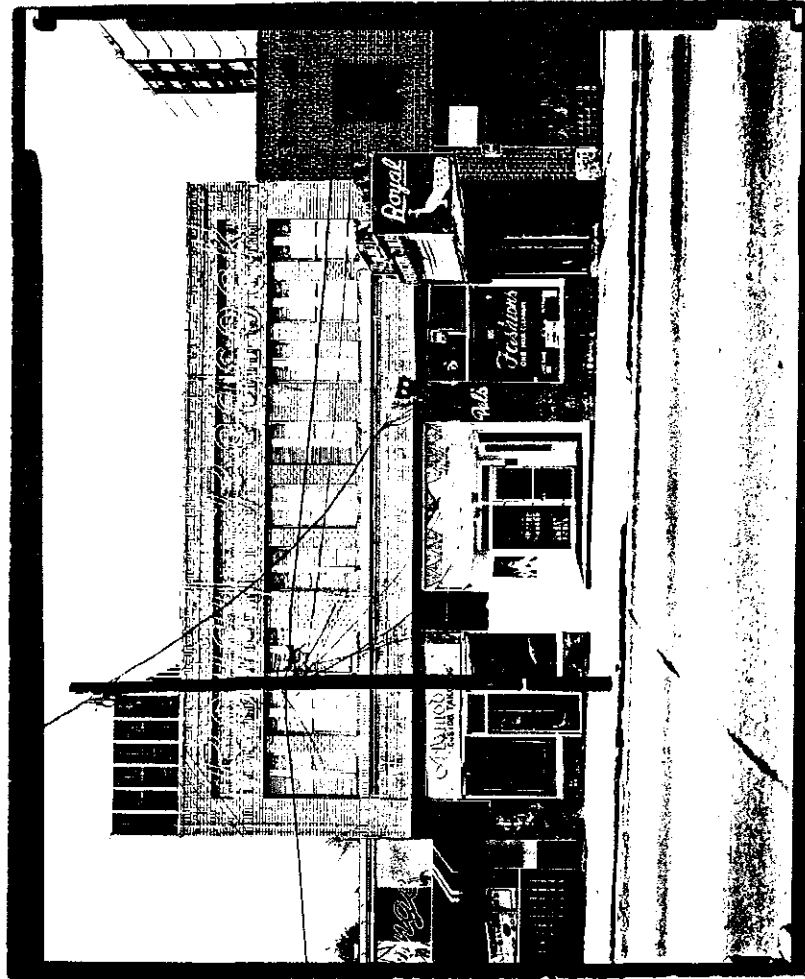
AUBURN AVENUE - SOUTH ELEVATIONS

180-188

AUBURN AVENUE - SOUTH ELEVATIONS

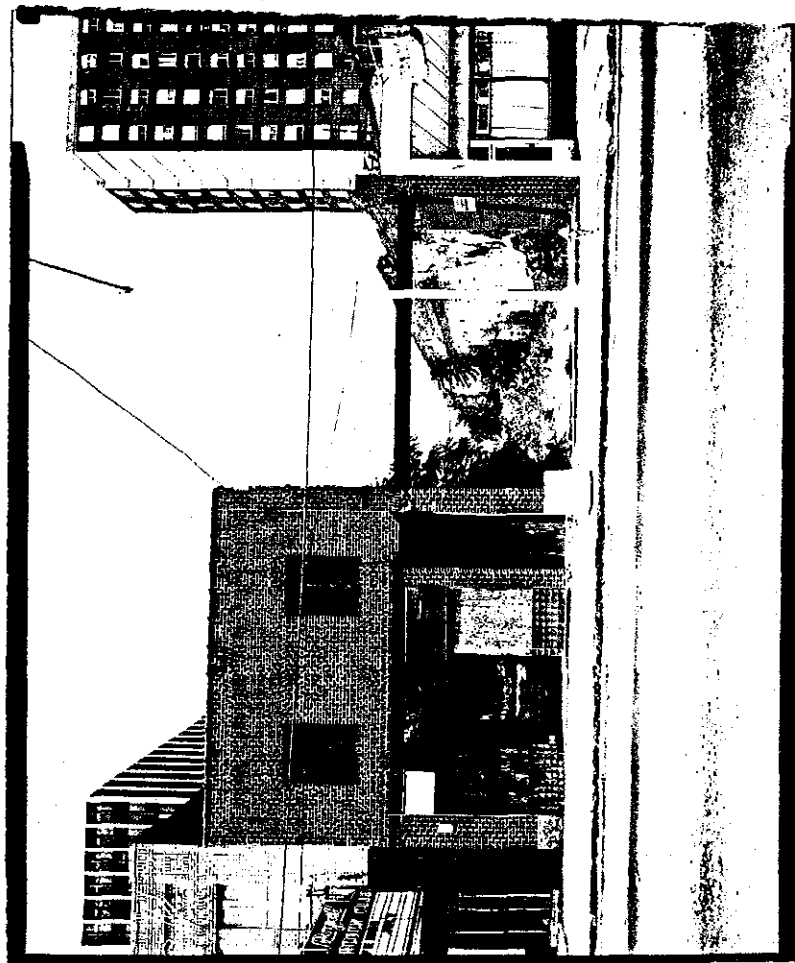


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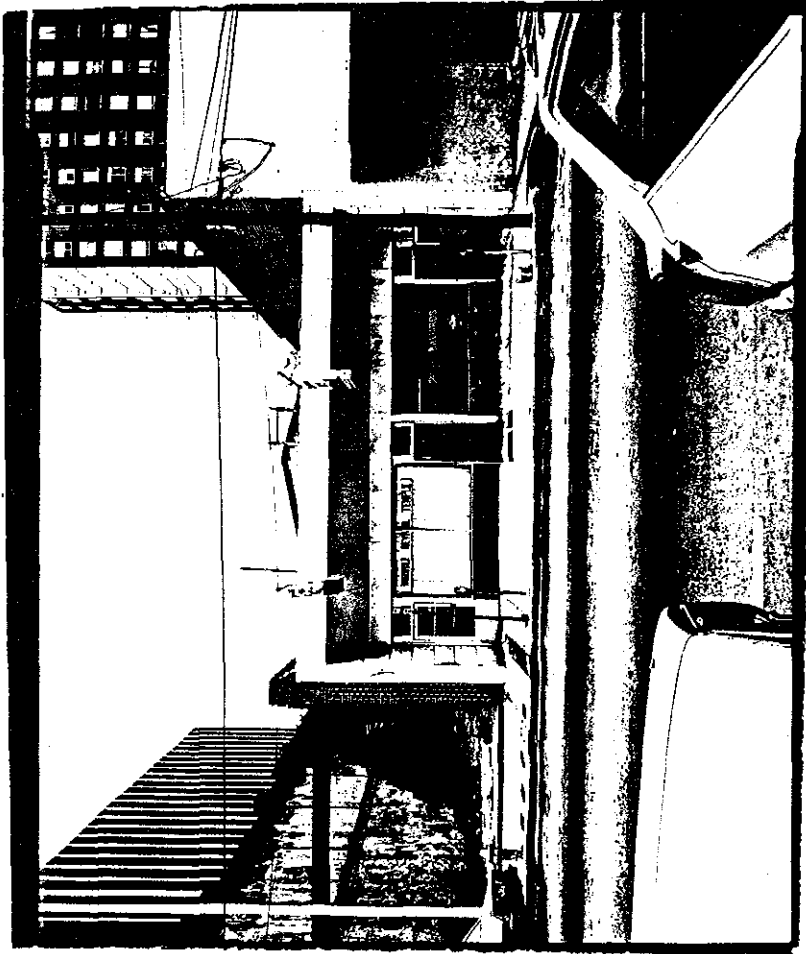


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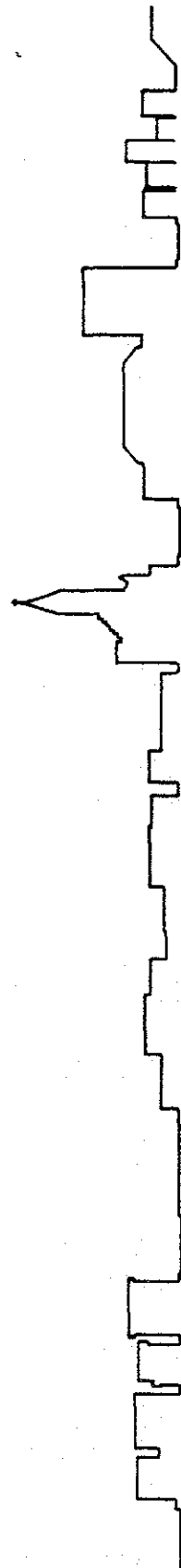
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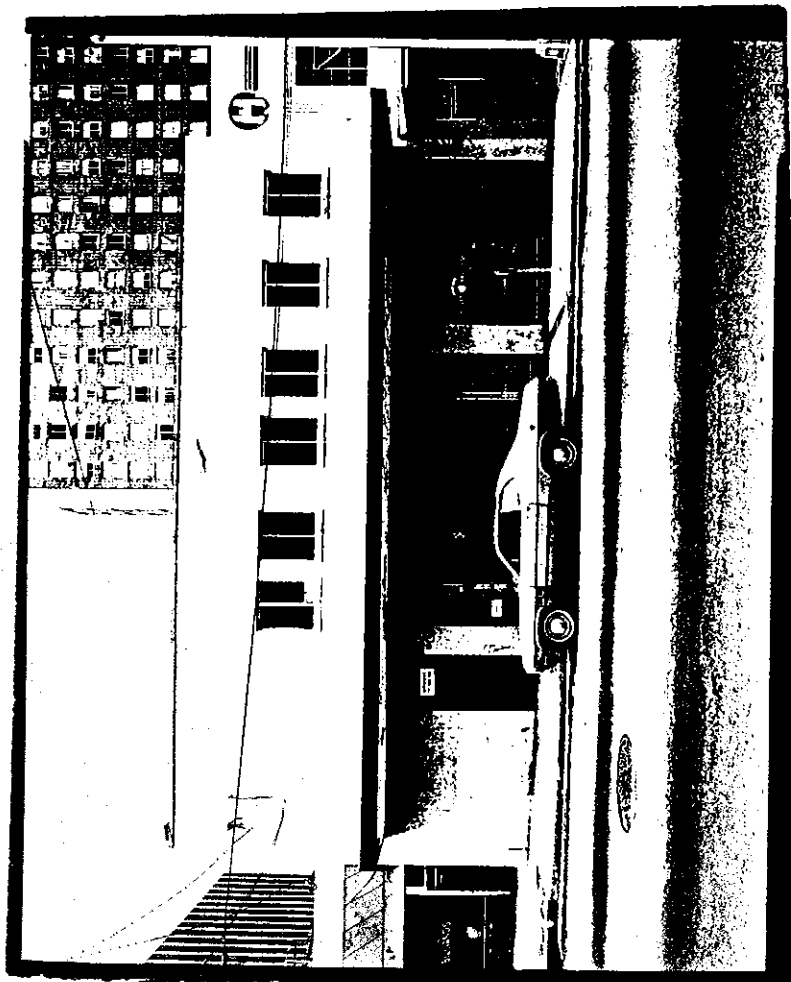
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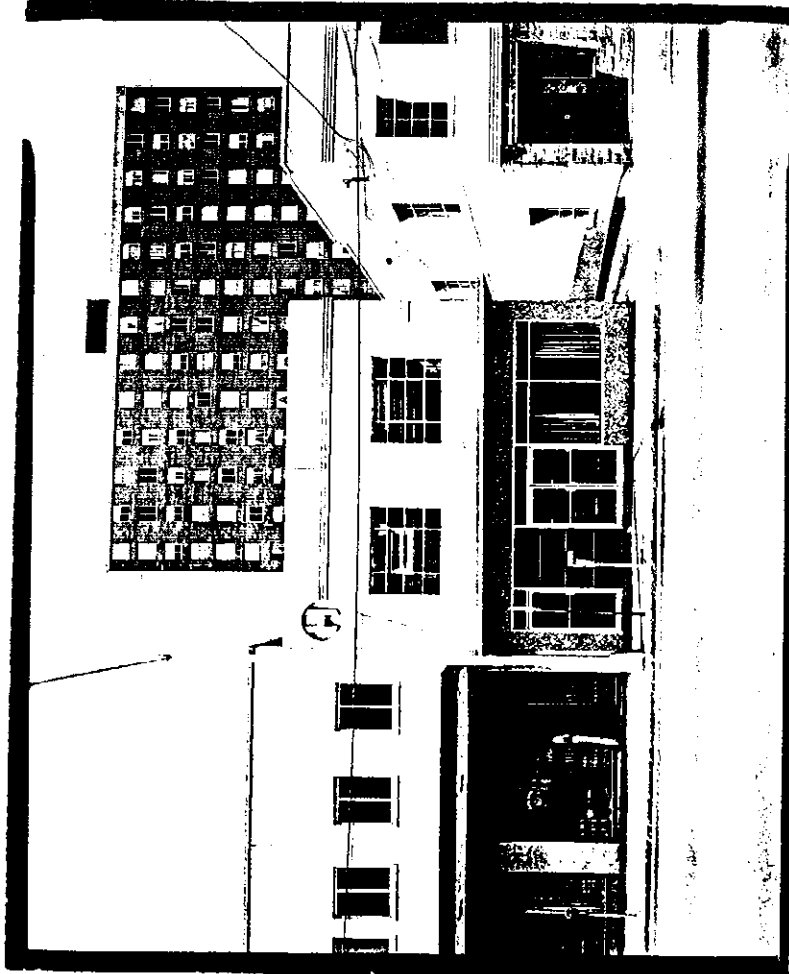


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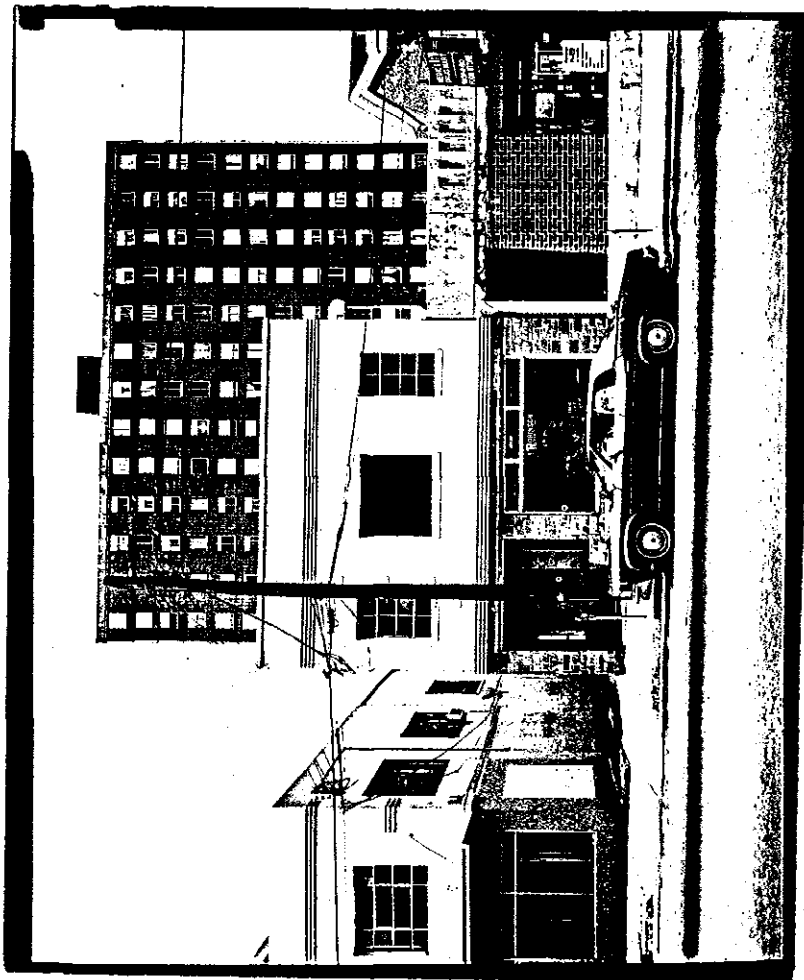
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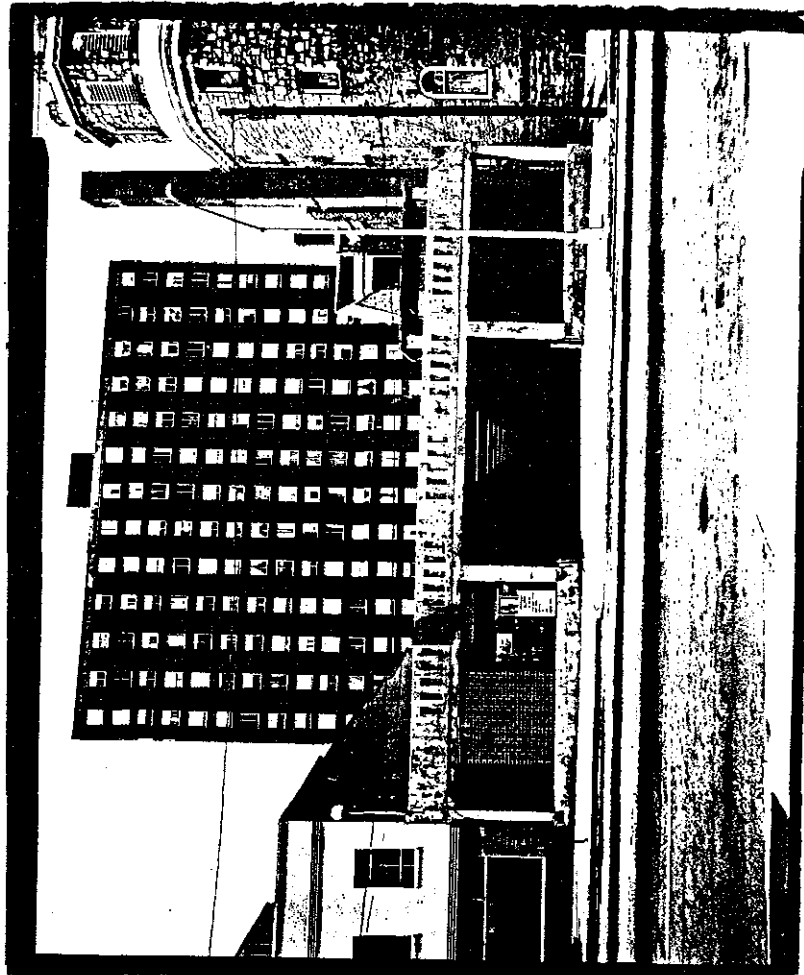
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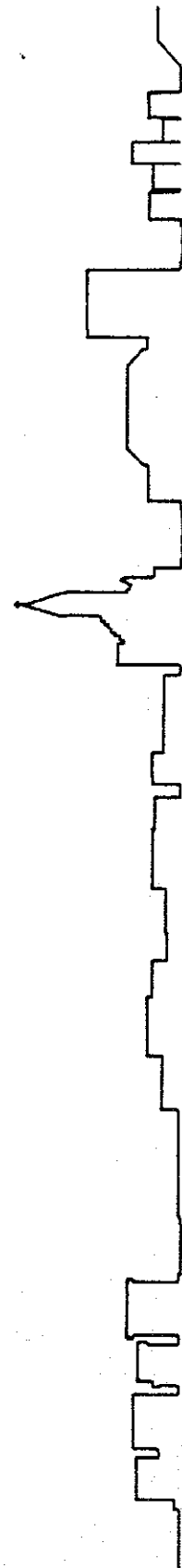
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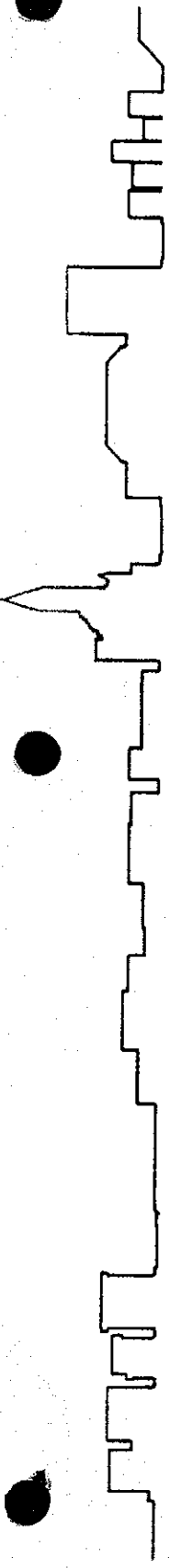


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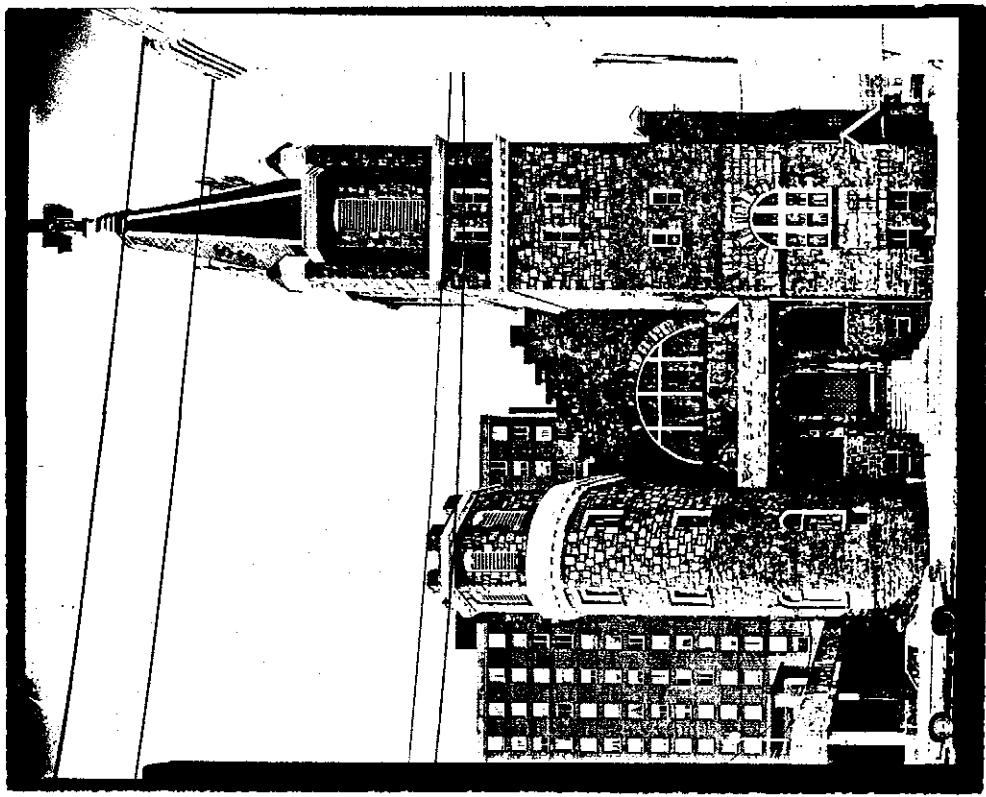
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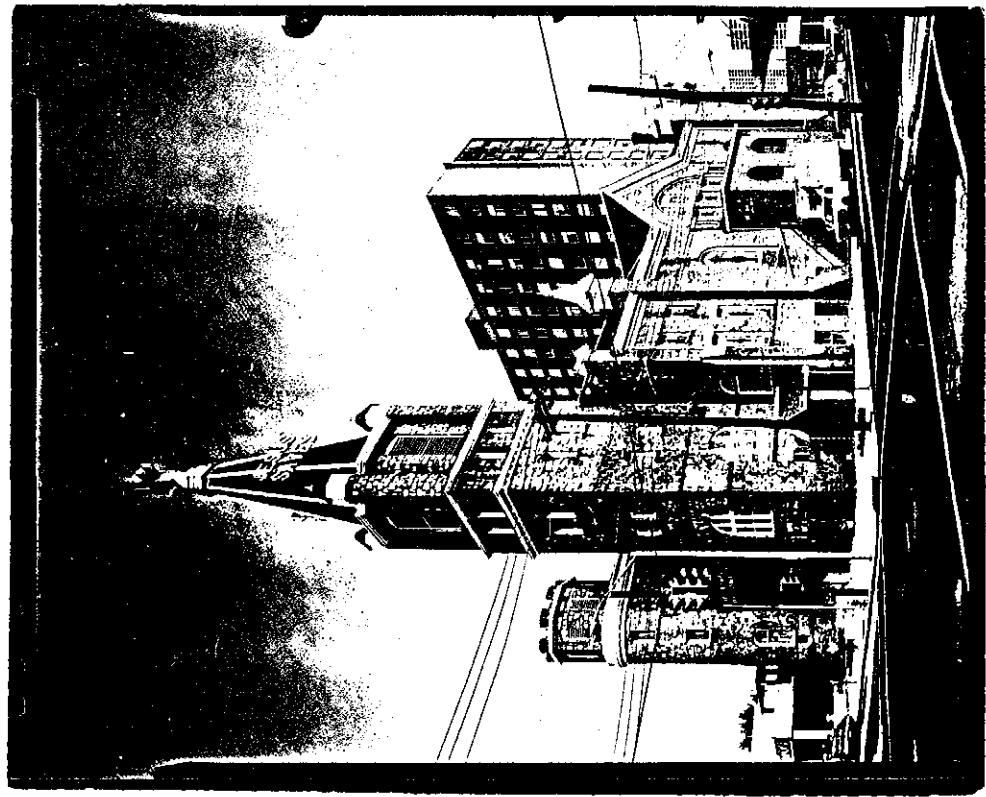


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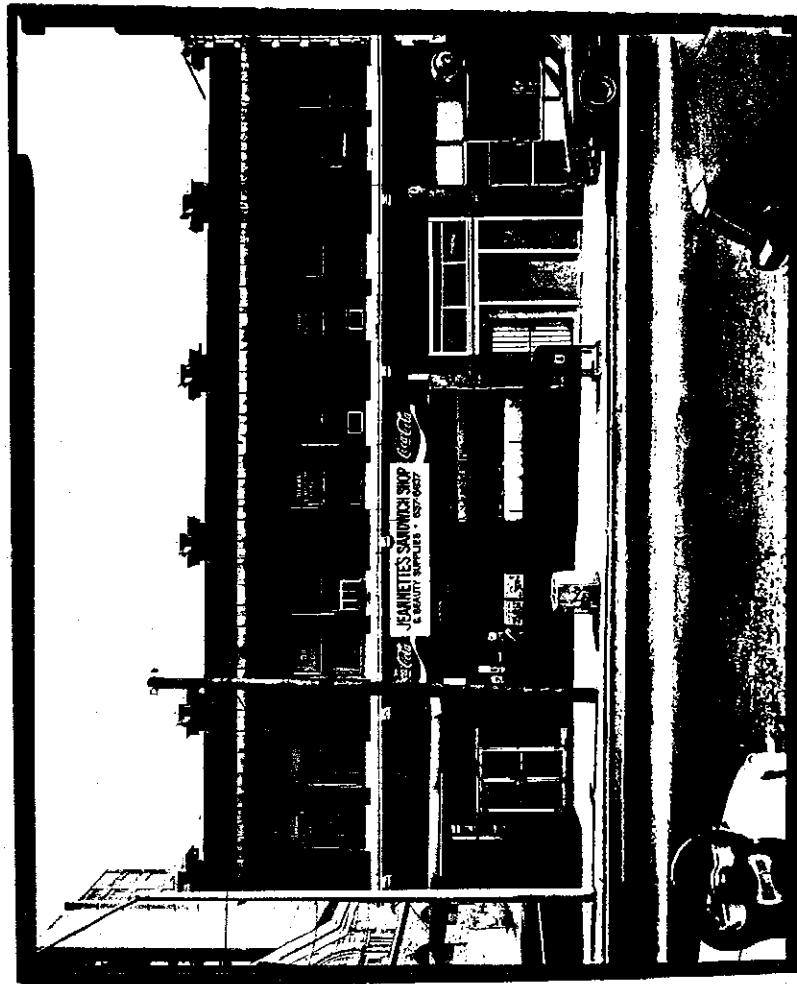
AUBURN AVENUE - SOUTH ELEVATIONS



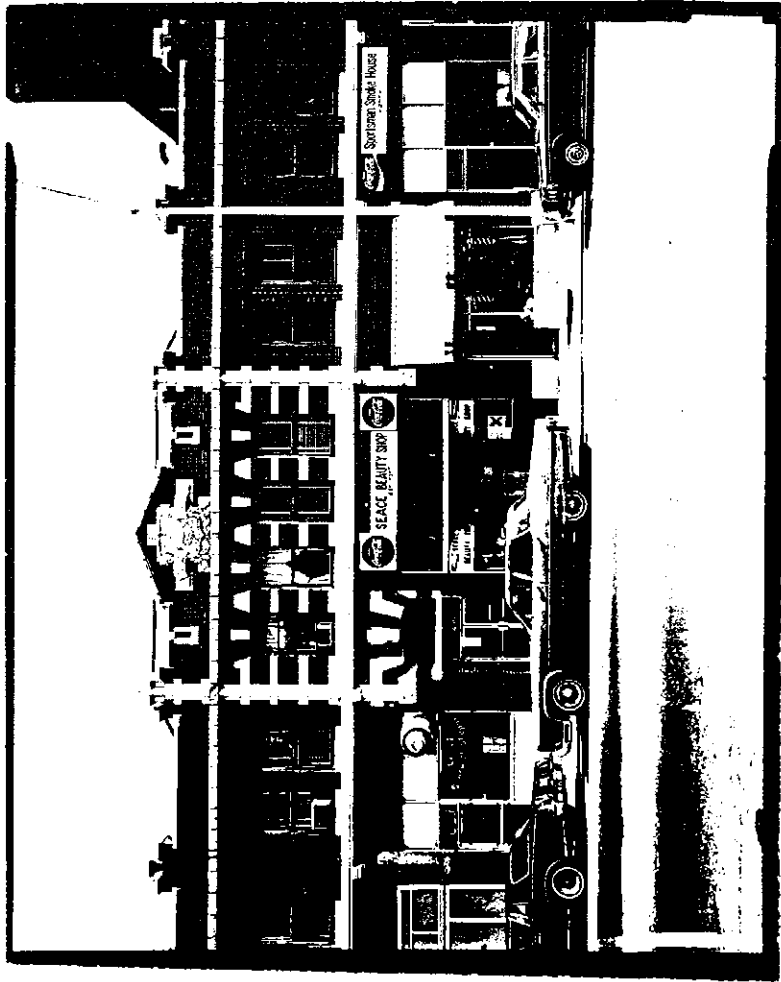
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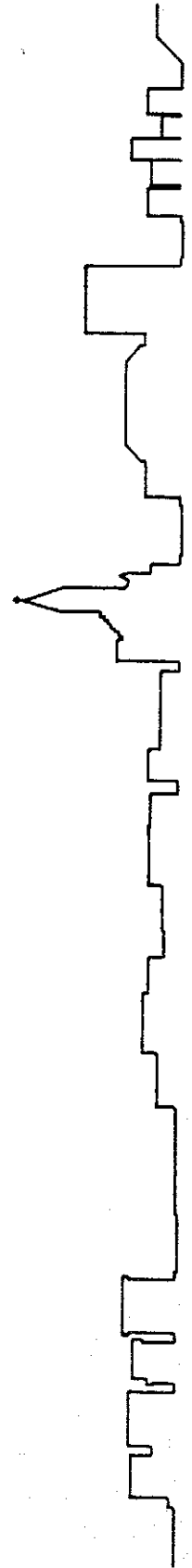
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228-246

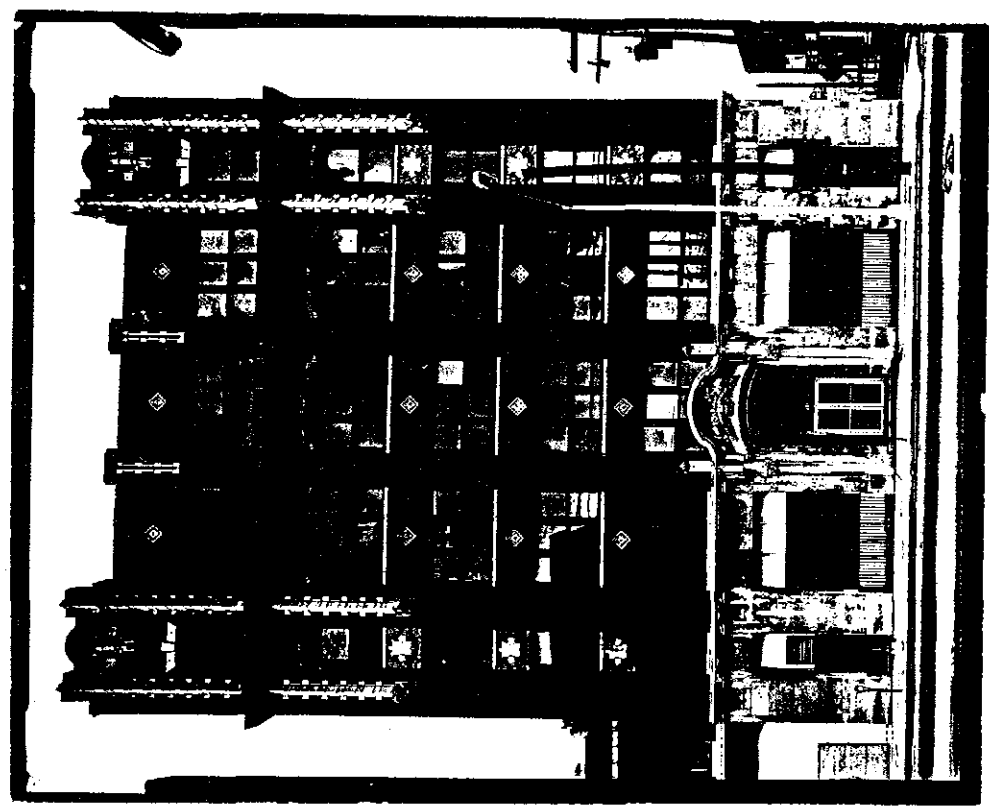
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242-250

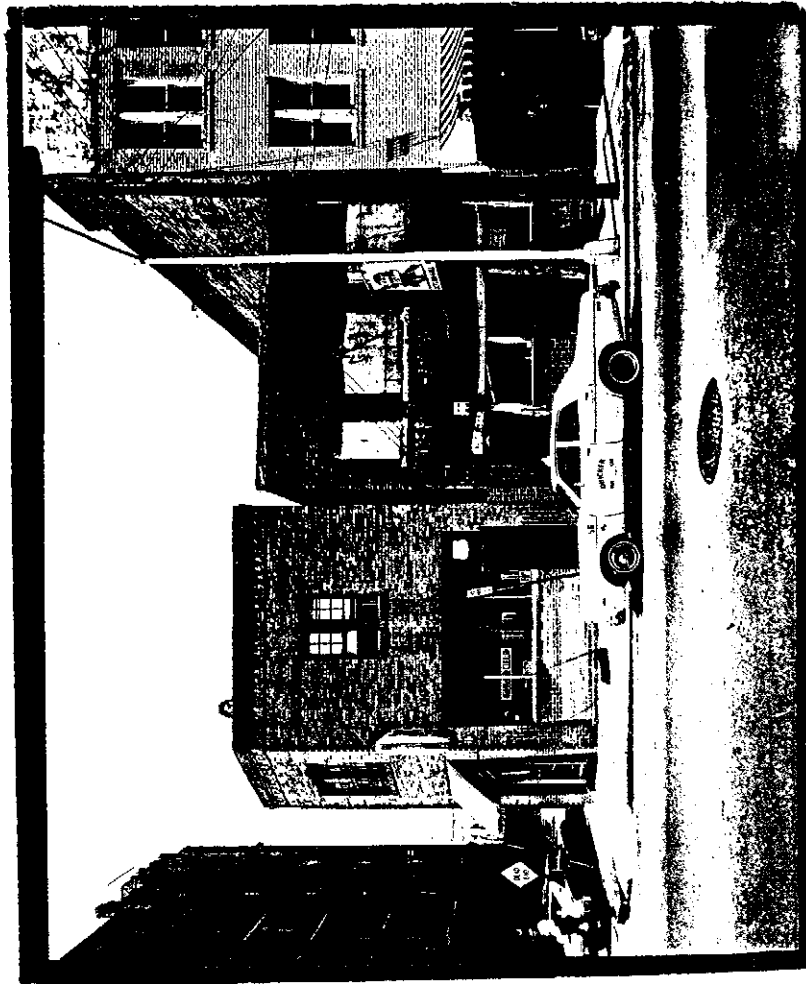
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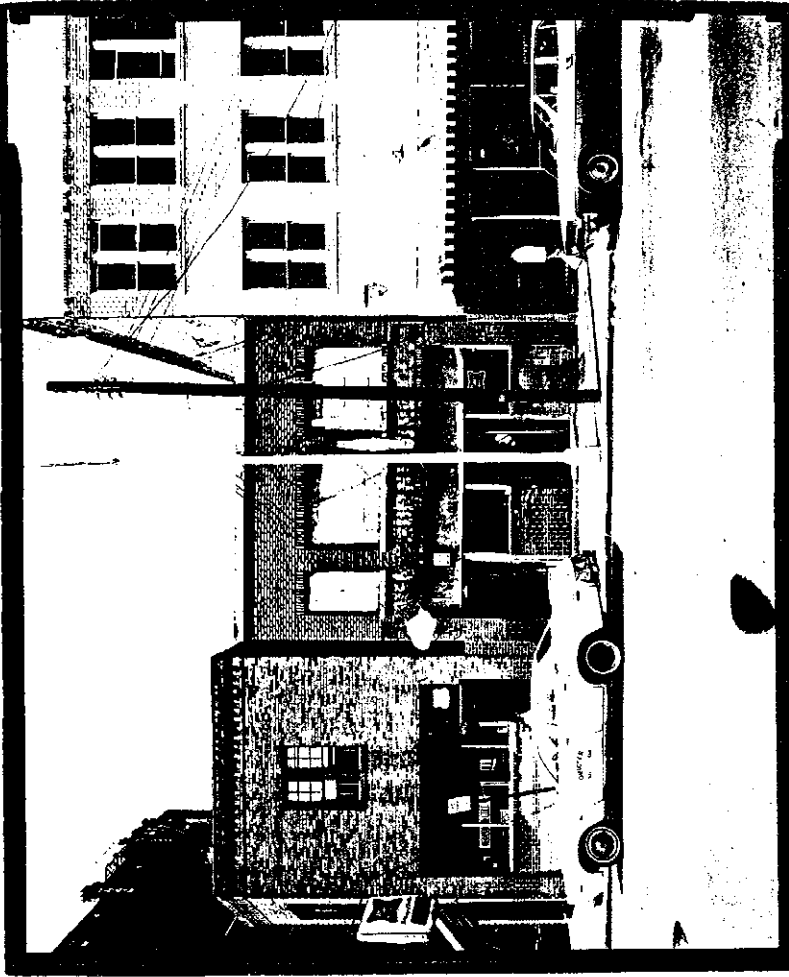
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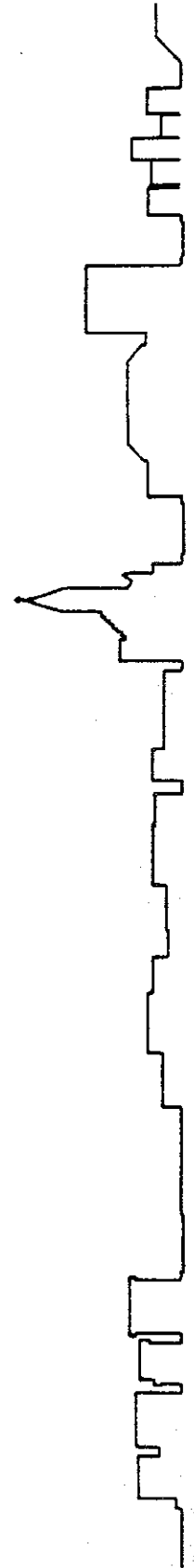
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254



258



254-258

AUBURN AVENUE - SOUTH ELEVATIONS

258-262

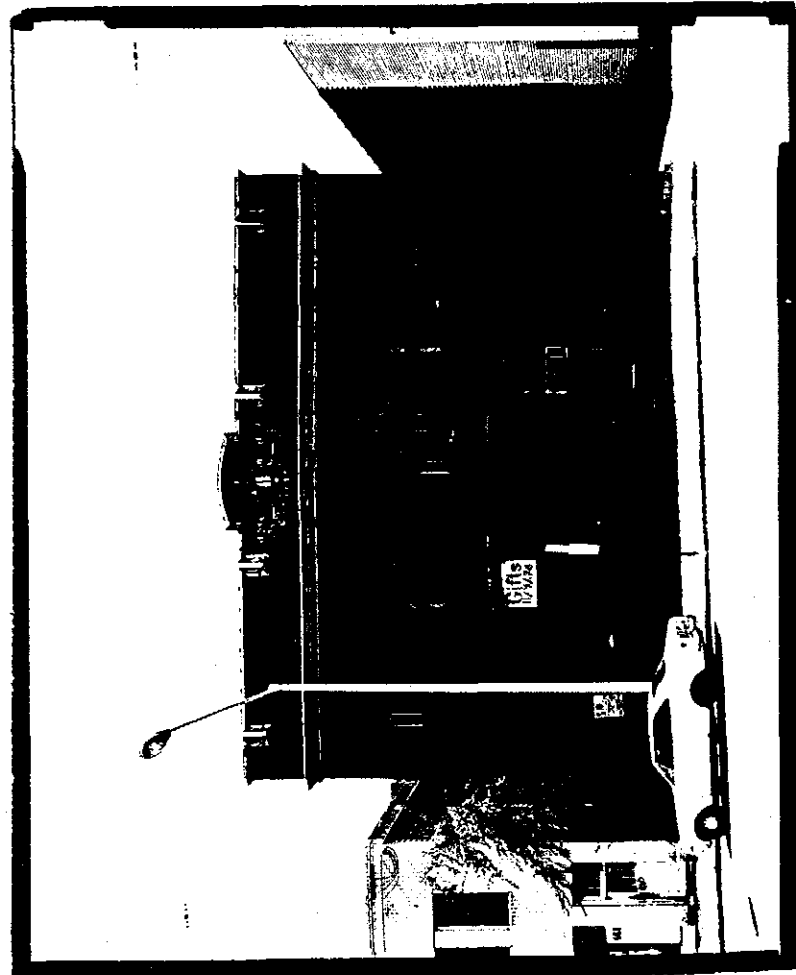
AUBURN AVENUE - SOUTH ELEVATIONS



258



262



135

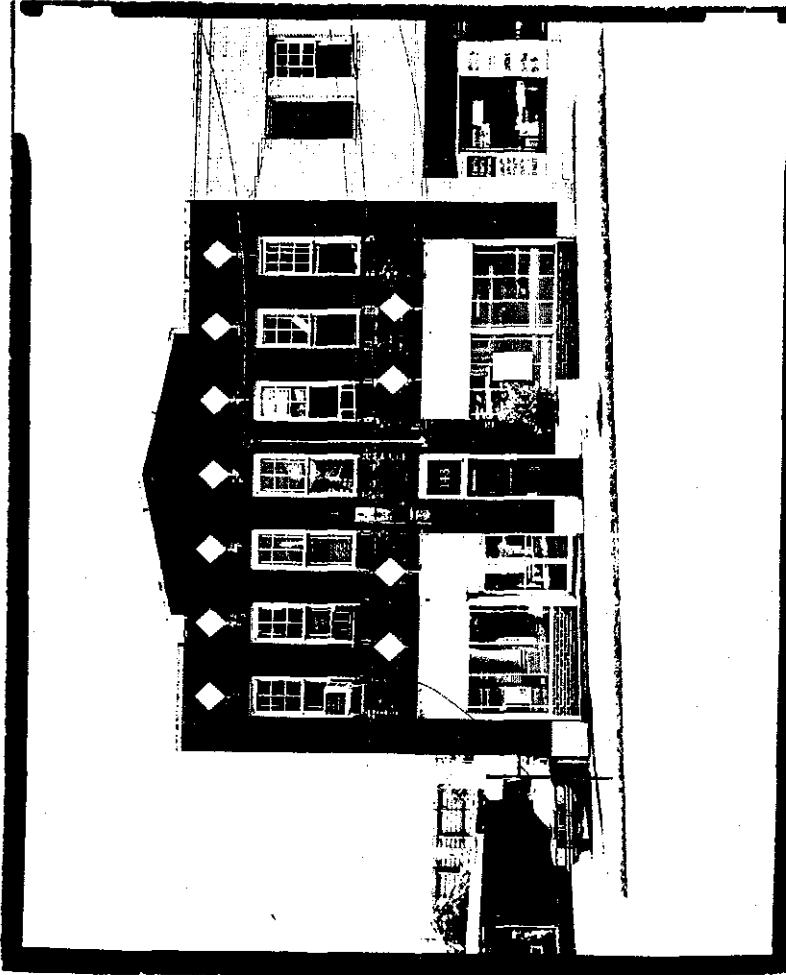


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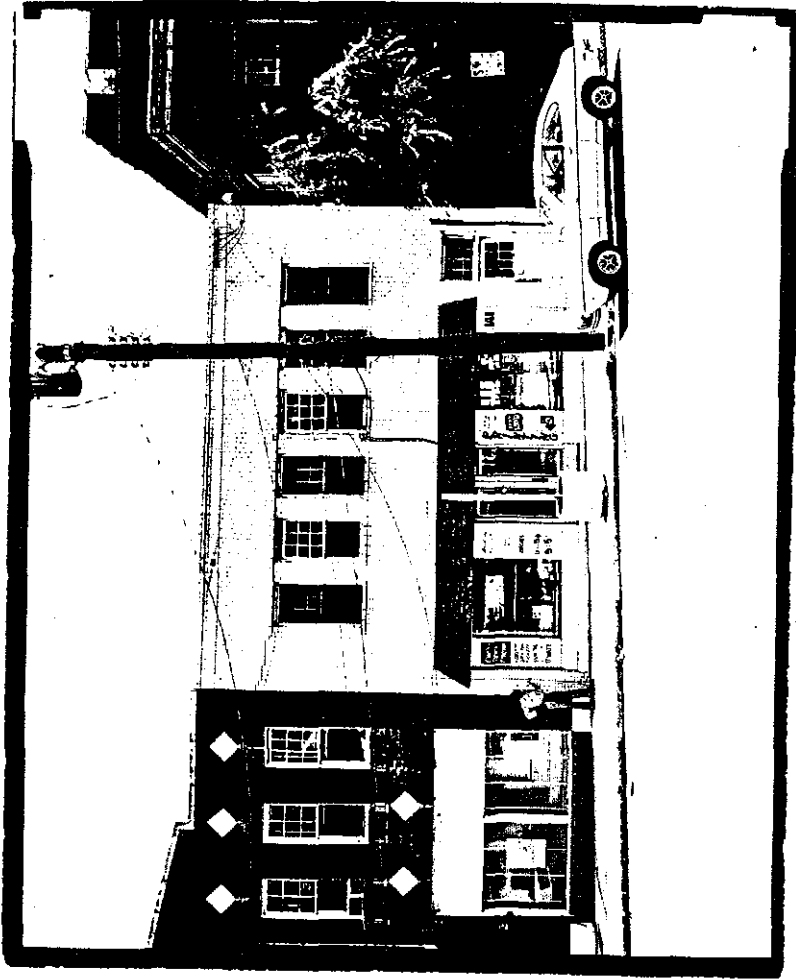
AUBURN AVENUE - NORTH ELEVATIONS

AUBURN AVENUE - NORTH ELEVATIONS

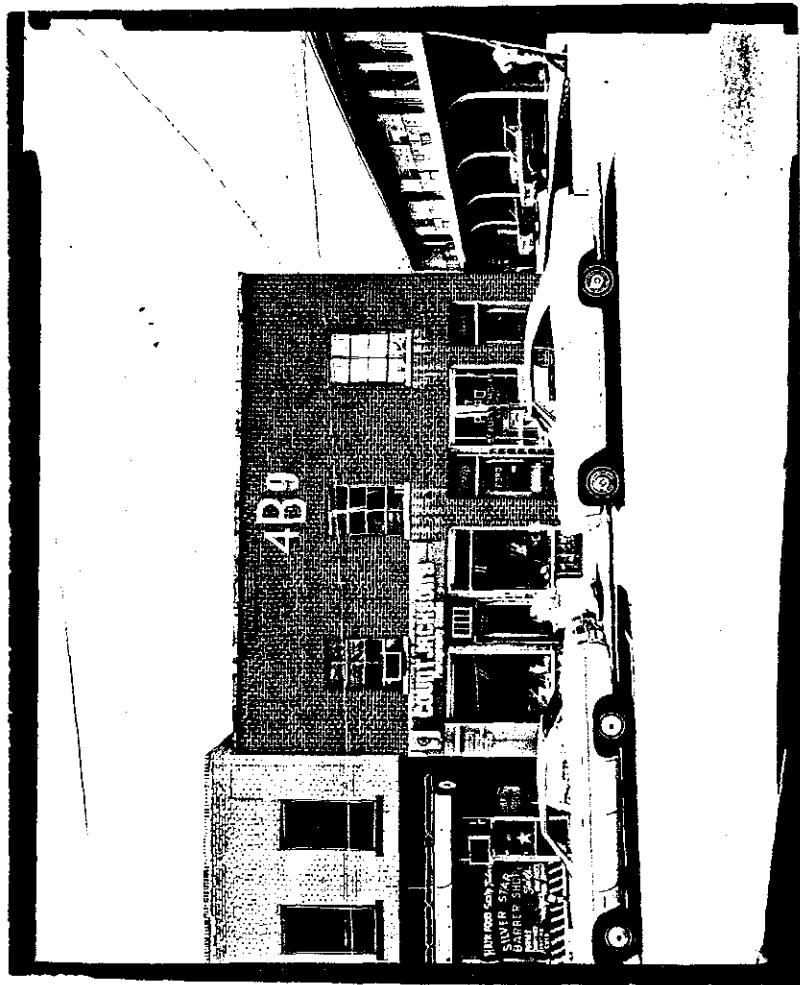
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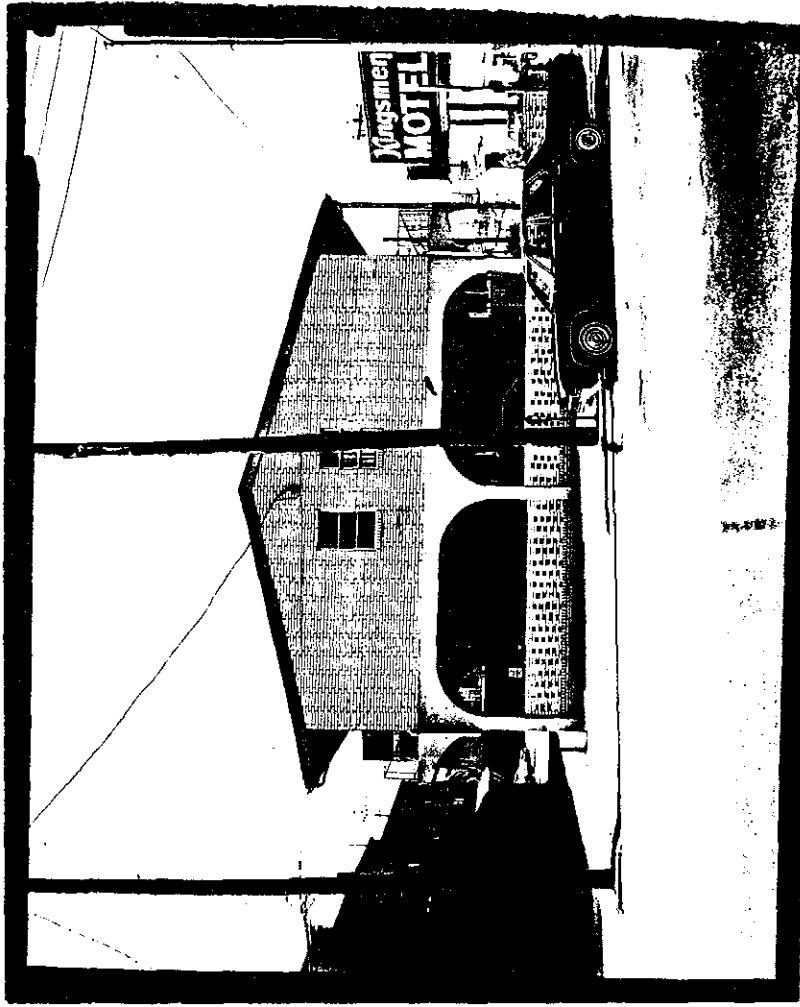
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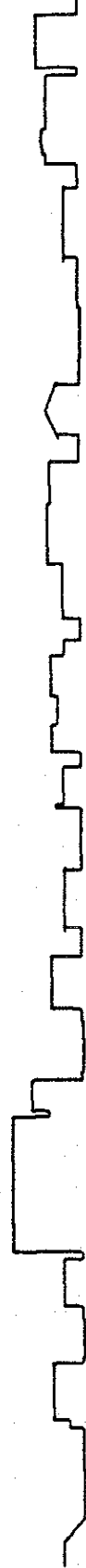
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171

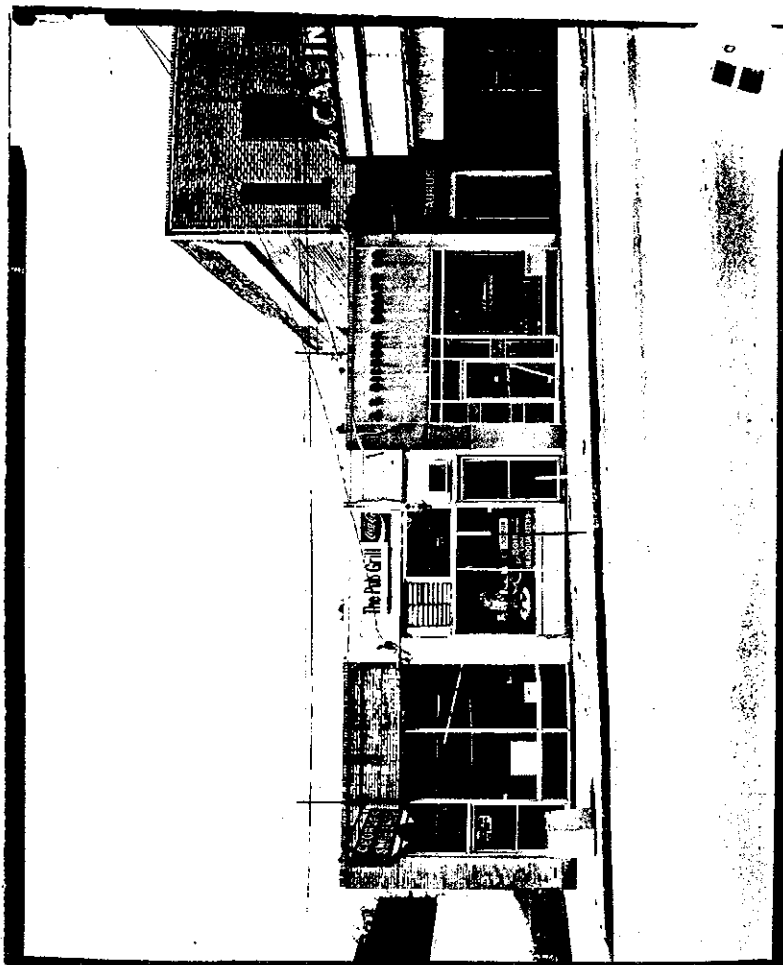
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AUBURN AVENUE - NORTH ELEVATIONS

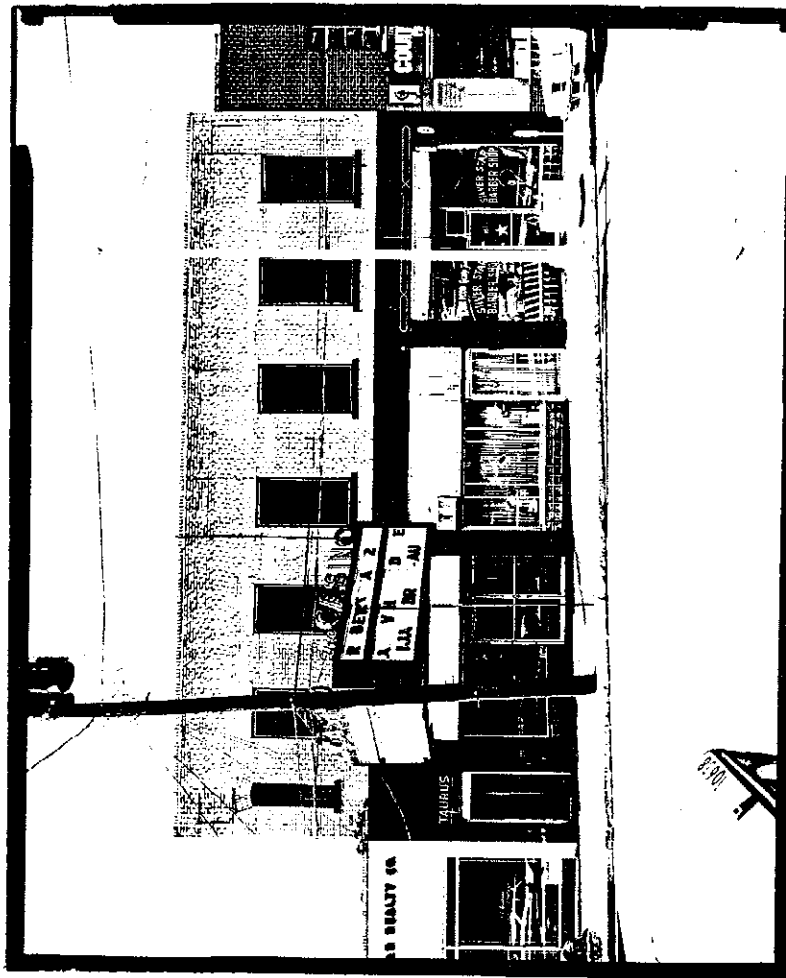


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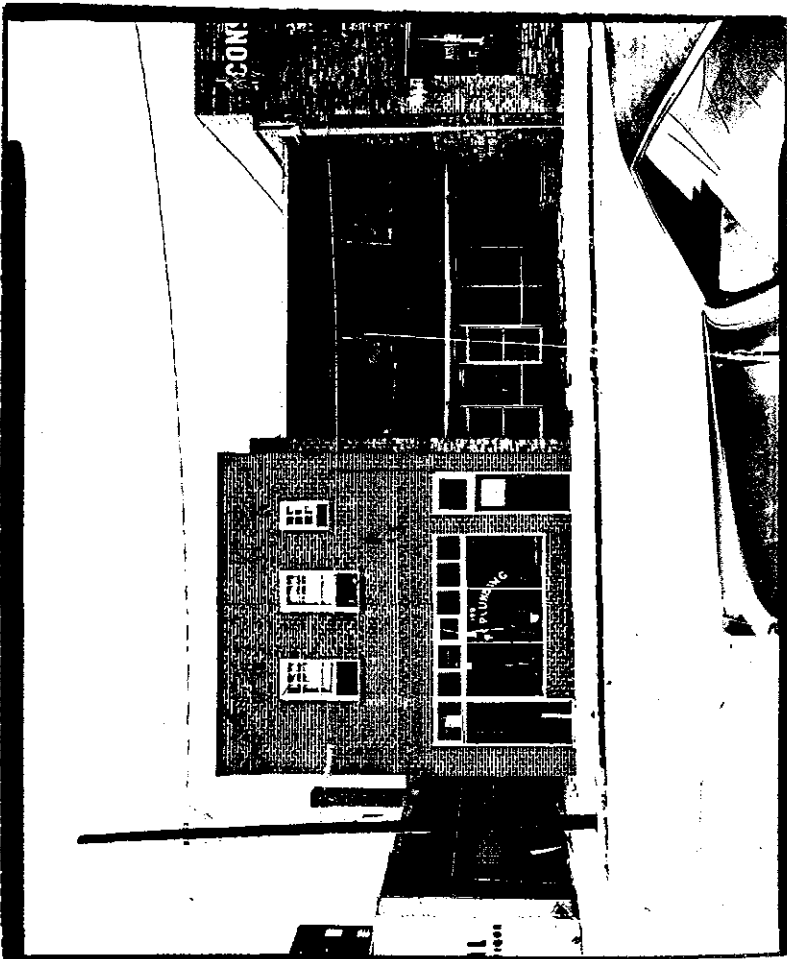
AUBURN AVENUE - NORTH ELEVATIONS



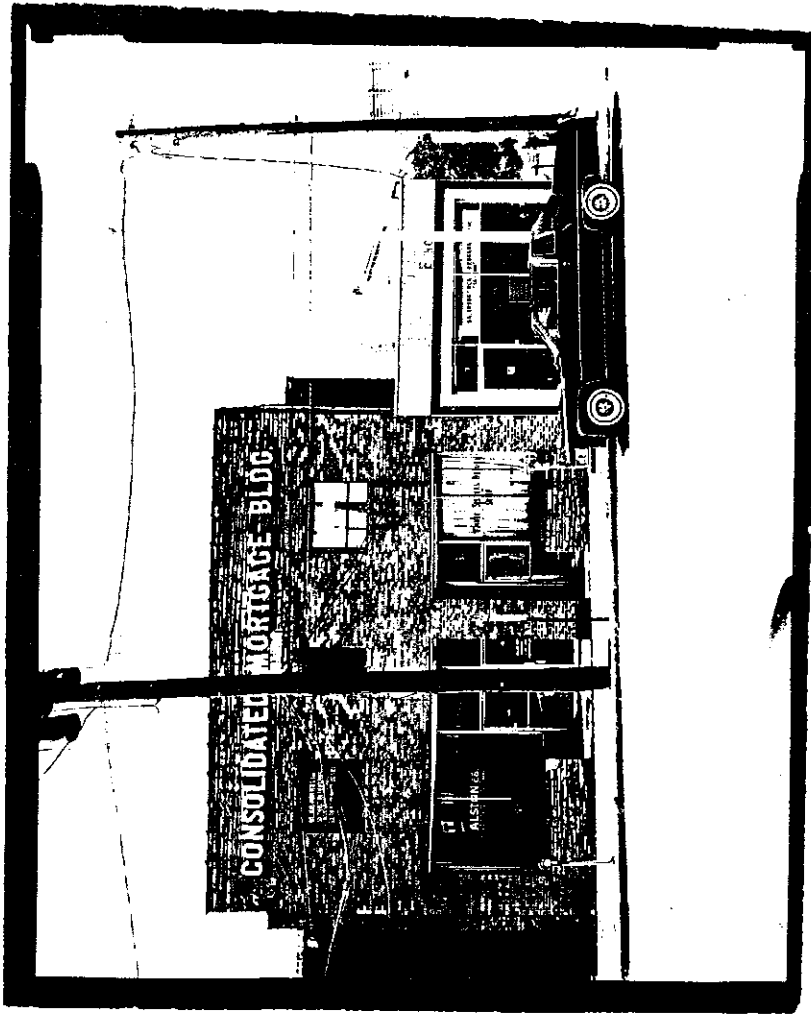
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199



193



199-193

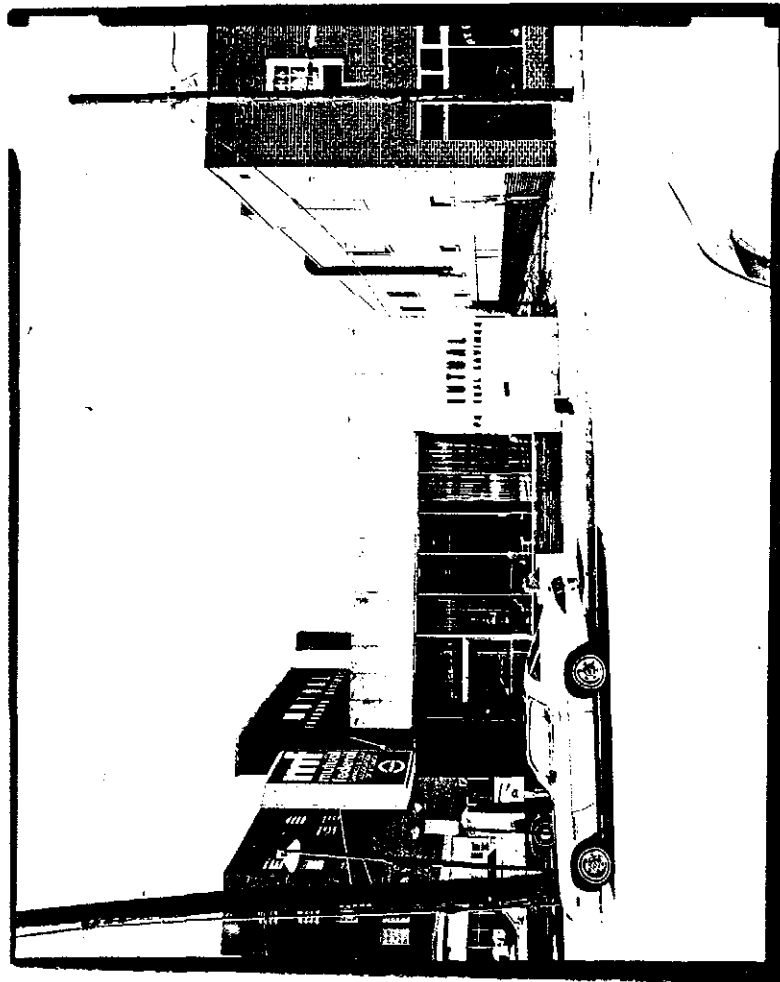
AUBURN AVENUE - NORTH ELEVATIONS

215 205

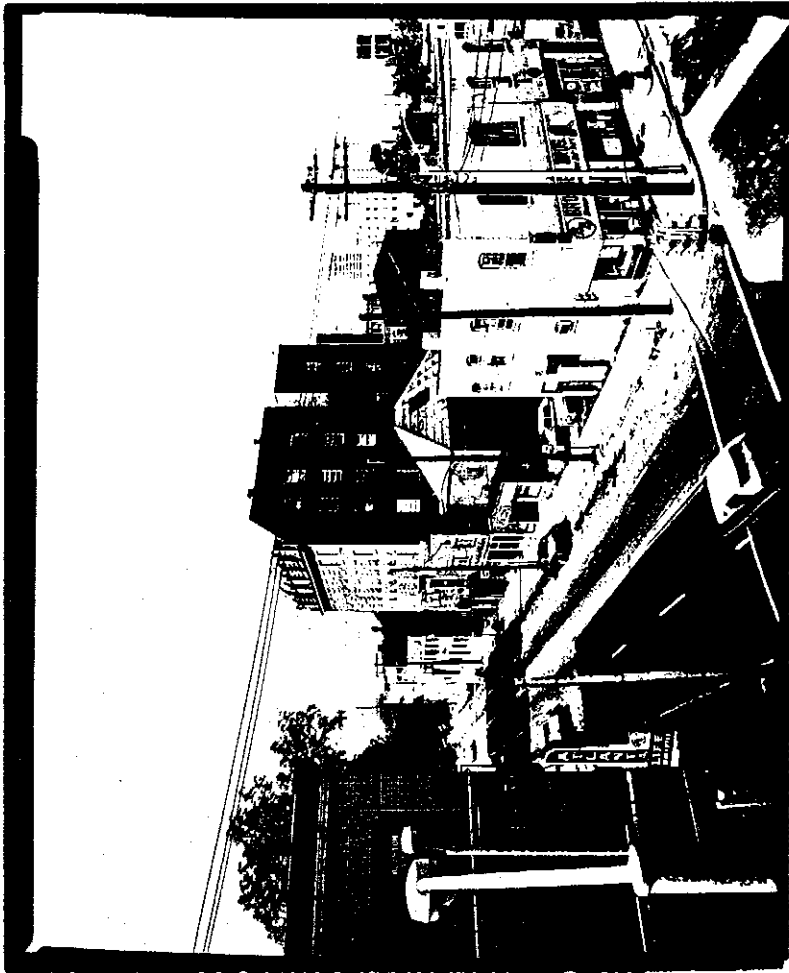
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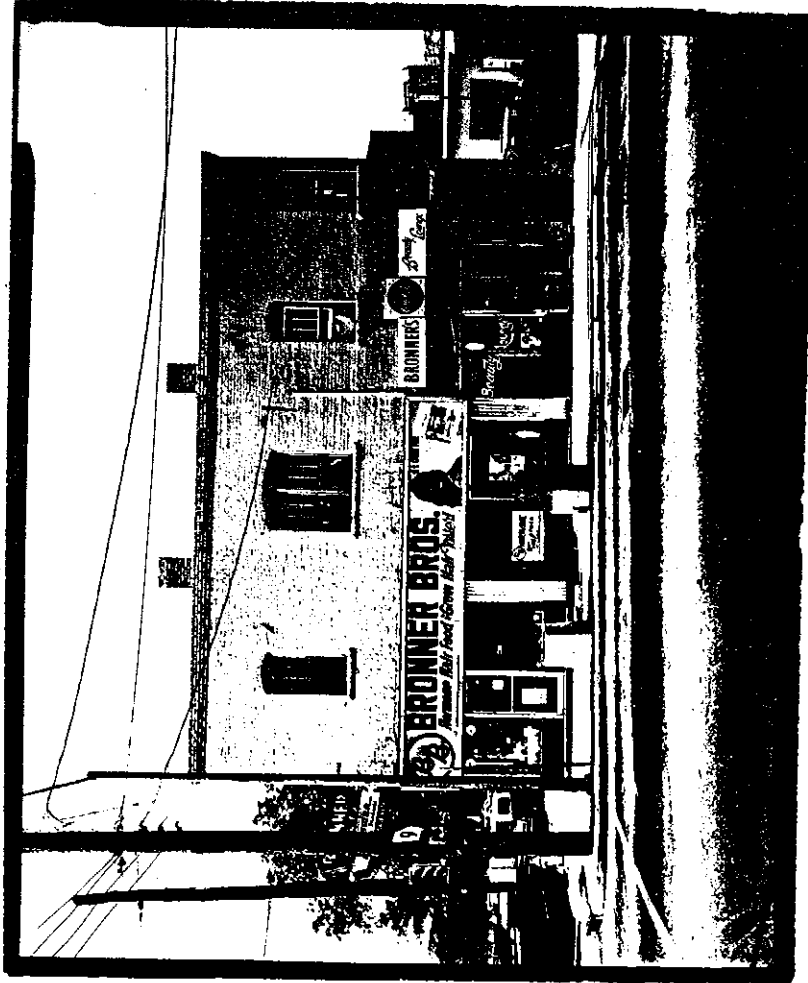
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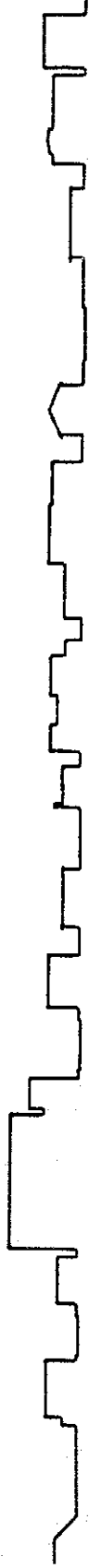
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223-
219

AUBURN AVENUE - NORTH ELEVATIONS

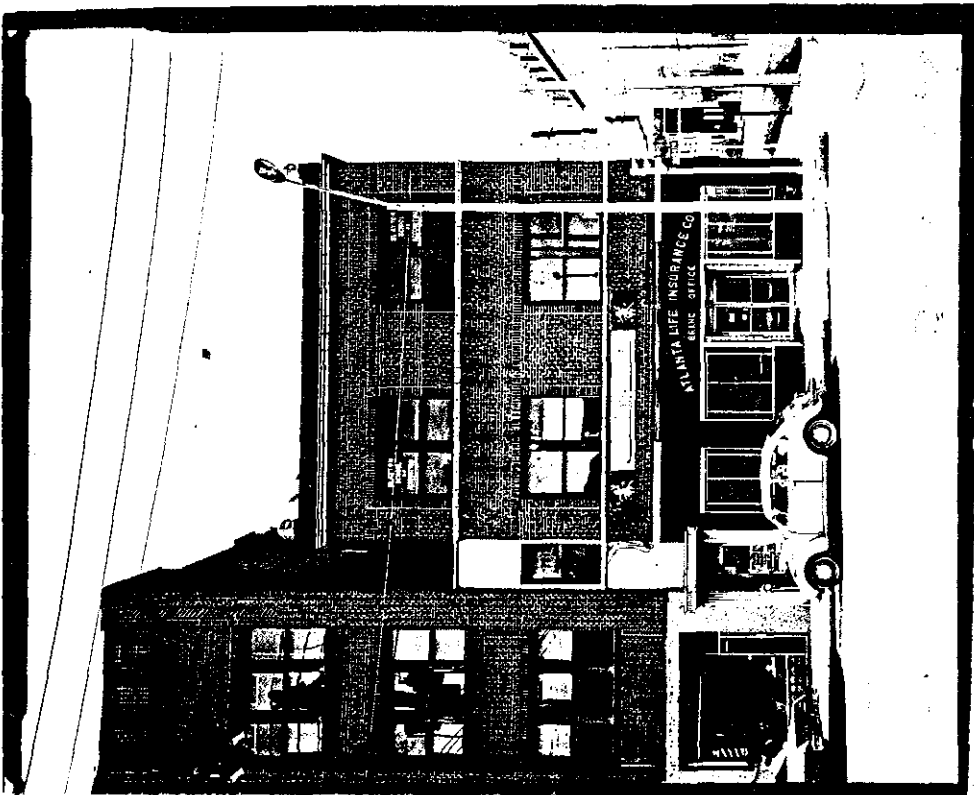


237-231 229

AUBURN AVENUE - NORTH ELEVATIONS



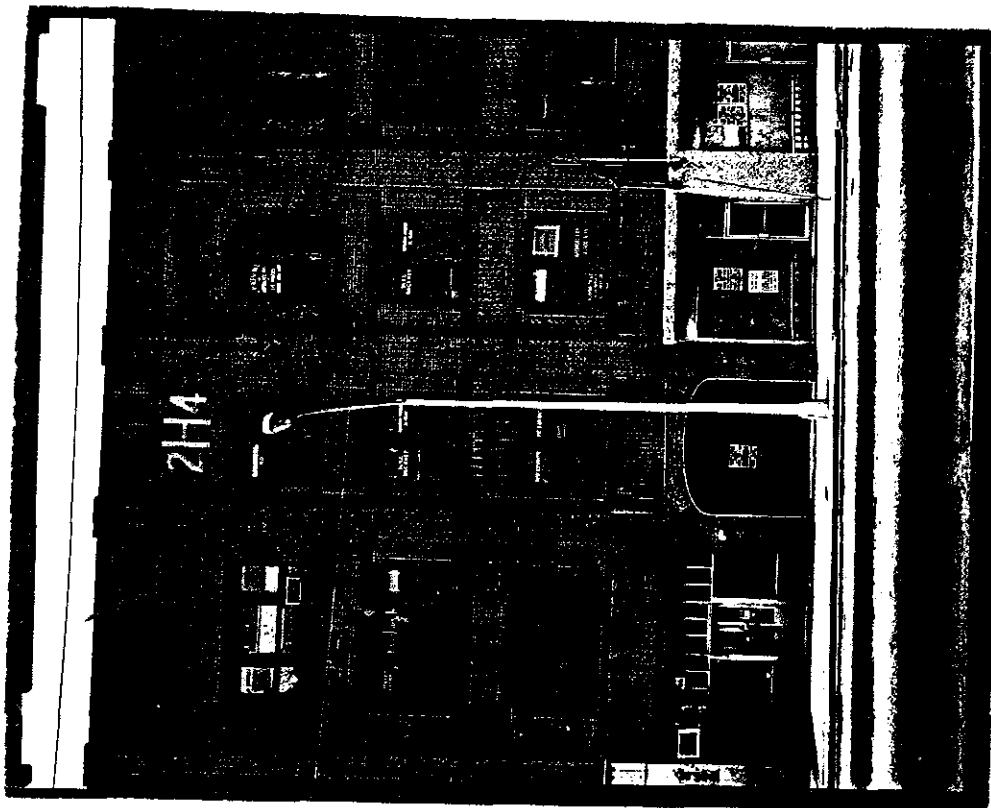
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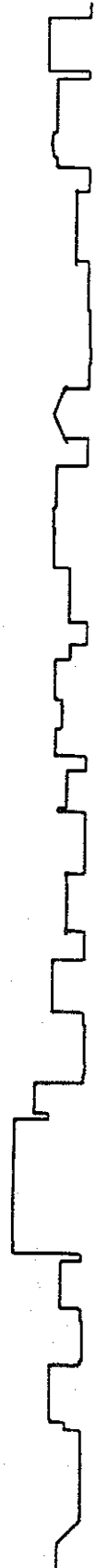
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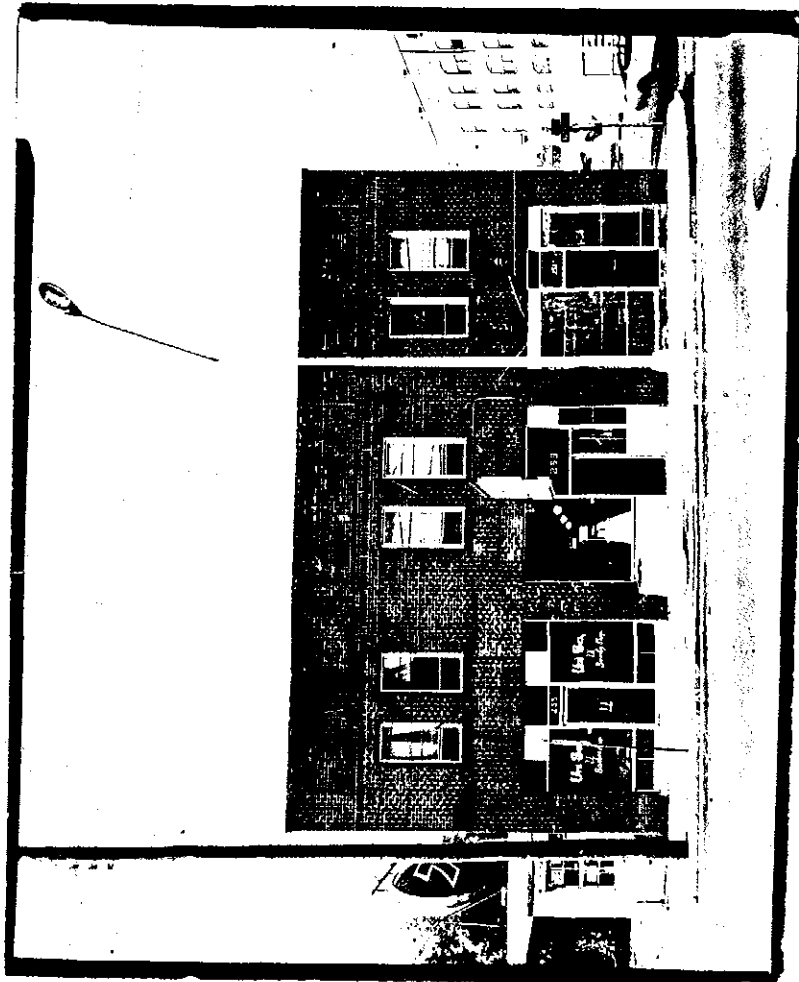
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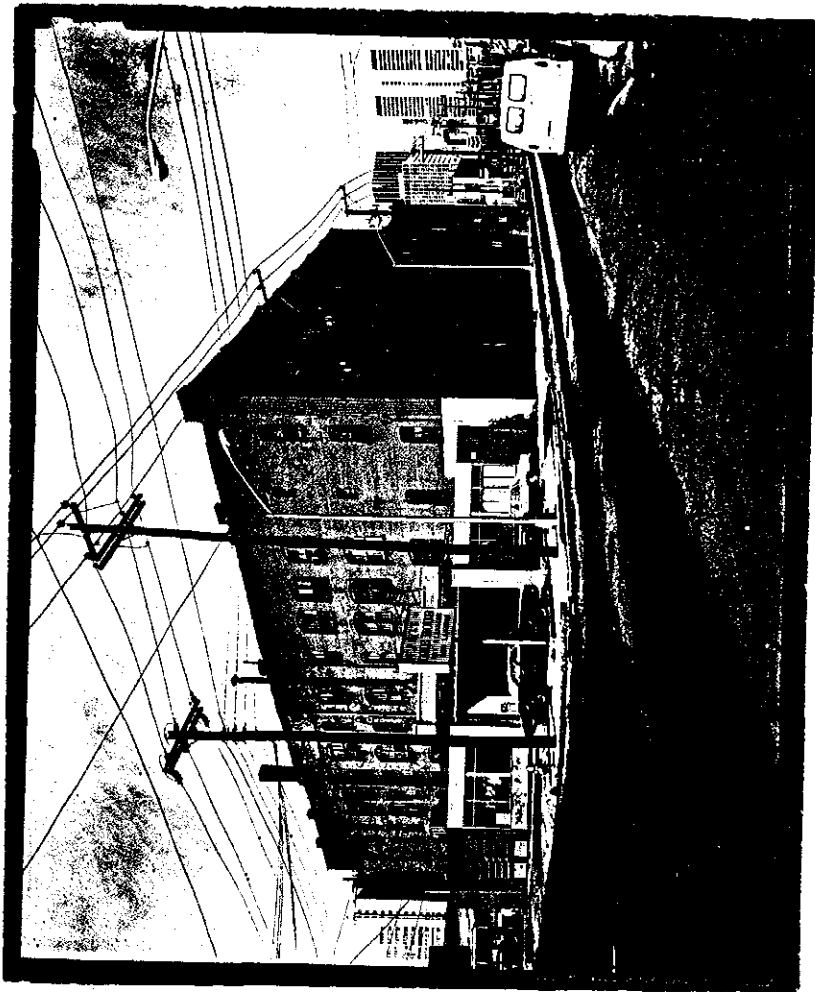
243-235

AUBURN AVENUE - NORTH ELEVATIONS

AUBURN AVENUE - NORTH ELEVATIONS



255



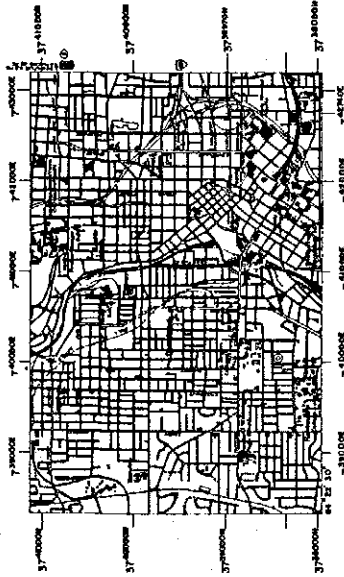
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THE ODD FELLOWS BUILDING AND AUDITORIUM

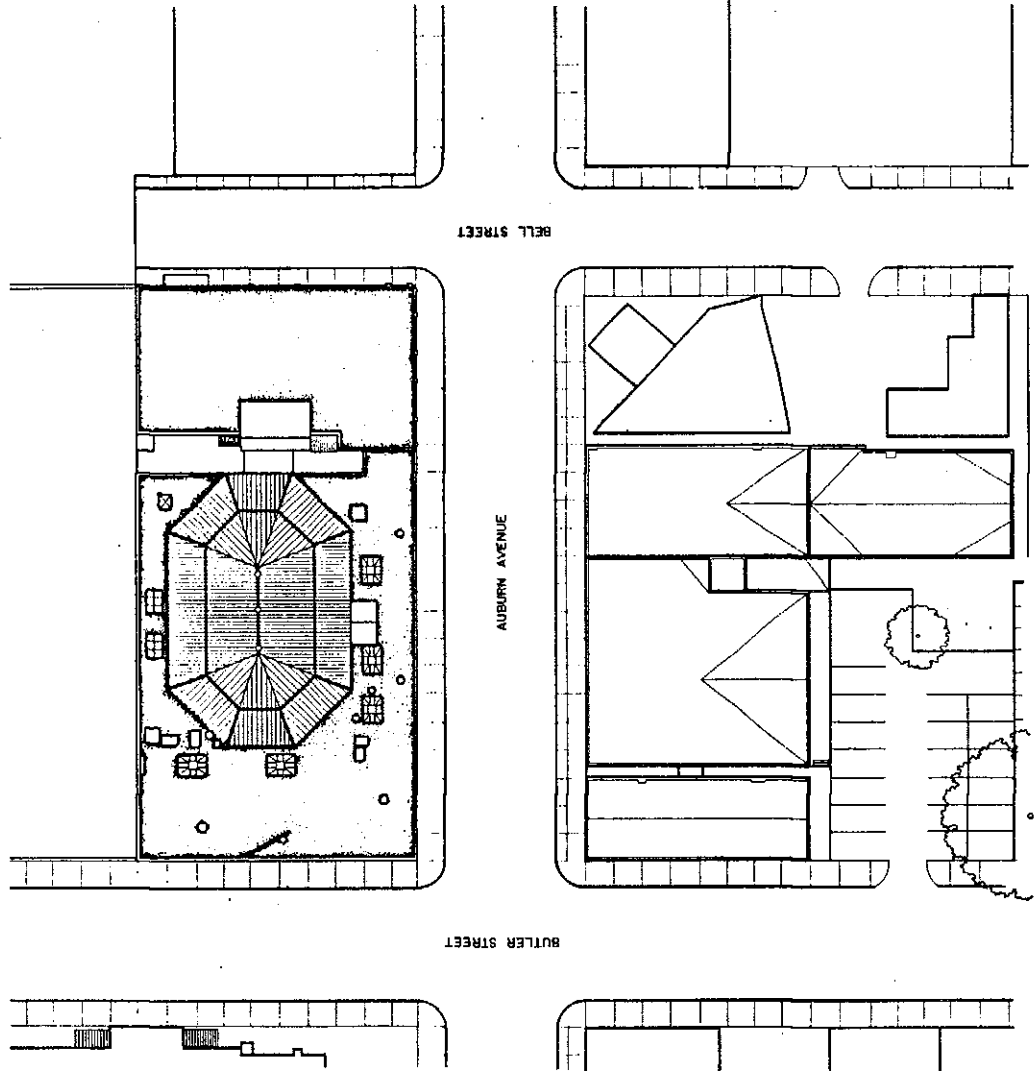
THE ODD FELLOWS BUILDING & AUDITORIUM

THE ODD FELLOWS BUILDING AND AUDITORIUM CONSTITUTED THE FIRST LARGE-SCALE, BLACK-OWNED, BLACK-OPERATED, MULTIPLE USE COMPLEX IN THE CITY OF ATLANTA. BUILT IN 1911-1913 FOR THE GRAND UNITED ORDER OF ODD FELLOWS, THE COMPLEX WAS THE BRANCHCHILD OF BENJAMIN J. DAVIS, POLITICIAN, NEWSPAPER PUBLISHER AND PRINCIPAL ORGANIZER OF THE ODD FELLOWS. THE TWO STRUCTURES ORIGINALLY HOUSED SMALL SHOPS, MAJOR BLACK BUSINESS OFFICES, A 1000-SEAT AUDITORIUM AND MOVIE THEATER, FRATERNAL ORDER OFFICES AND LODGE ROOMS, PROFESSIONAL SERVICES, VOCATIONAL SCHOOLS AND A SOCIAL CLUB. LONG THE CENTER OF BLACK ENTREPRENEURIAL AND SOCIAL ACTIVITY IN ATLANTA, THE ODD FELLOWS BLOCK IS A MAJOR LANDMARK IN BLACK HISTORY AND A MILESTONE TO BLACK ACHIEVEMENT DURING THE ERA OF RACIAL SEGREGATION.

THE 1979 "SWEET AUBURN" PROJECT WHICH INCLUDED BOTH DOCUMENTARY RECORDS OF HISTORIC STRUCTURES AND PROPOSALS FOR THEIR REHABILITATION WAS INITIATED BY THE HISTORIC AMERICAN BUILDINGS SURVEY (HABS) OF THE HERITAGE CONSERVATION AND RECREATION SERVICE (HCRS). THIS PLAT PROJECT WAS UNDER THE DIRECTION OF THE SURVEY'S CHIEF, JOHN POPPELIER AND KENNETH L. ANDERSON, PRINCIPAL ARCHITECT, TECHNICAL PRESERVATION SERVICE (TPS-HCRS) PROVIDED A STAFF HISTORIAN, DAN DURETT, TO COORDINATE THE PROJECT. OTHER COOPERATORS WERE THE SOUTHEAST REGIONAL OFFICE OF THE HERITAGE CONSERVATION AND RECREATION SERVICE, THE GEORGIA STATE HISTORIC PRESERVATION OFFICE, THE CITY OF ATLANTA (BUREAU OF CULTURAL AFFAIRS, OFFICE OF ECONOMIC DEVELOPMENT AND THE URBAN DESIGN COMMISSION) AND THE AUBURN AVENUE REVITALIZATION COMMITTEE. STRUCTURES WITHIN THE NATIONAL HISTORIC LANDMARK DISTRICT WERE MEASURED AND DRAWN IN THE HABS AUBURN AVENUE FIELD OFFICE. DOCUMENTATION WAS CARRIED OUT BY PROJECT SUPERVISOR, PROFESSOR RICHARD K. DOZIER (TUSKEGEE INSTITUTE) PROJECT PLANNER, PROFESSOR ARNELL I. CONNELL (GEORGIA INSTITUTE OF TECHNOLOGY), HISTORIAN, DARLENE ROTH (EMORY UNIVERSITY), ASSISTANT HISTORIAN, DEAN ROWLEY (EMORY UNIVERSITY), LANDSCAPE ARCHITECT, PAUL DOLINSKY (AMERICAN UNIVERSITY), ARCHITECT, RICHARD J. CRONENBERGER (UNIVERSITY OF MIAMI), ARCHITECTURE FOREMAN, MICHAEL D. CLARK (TUSKEGEE INSTITUTE), AND ARCHITECTURE TECHNICIANS, ROGER BENJOLPH (TUSKEGEE INSTITUTE), DWIGHT BURNS (TUSKEGEE UNIVERSITY), AND DAVID CAVENDER (GEORGIA INSTITUTE OF TECHNOLOGY).

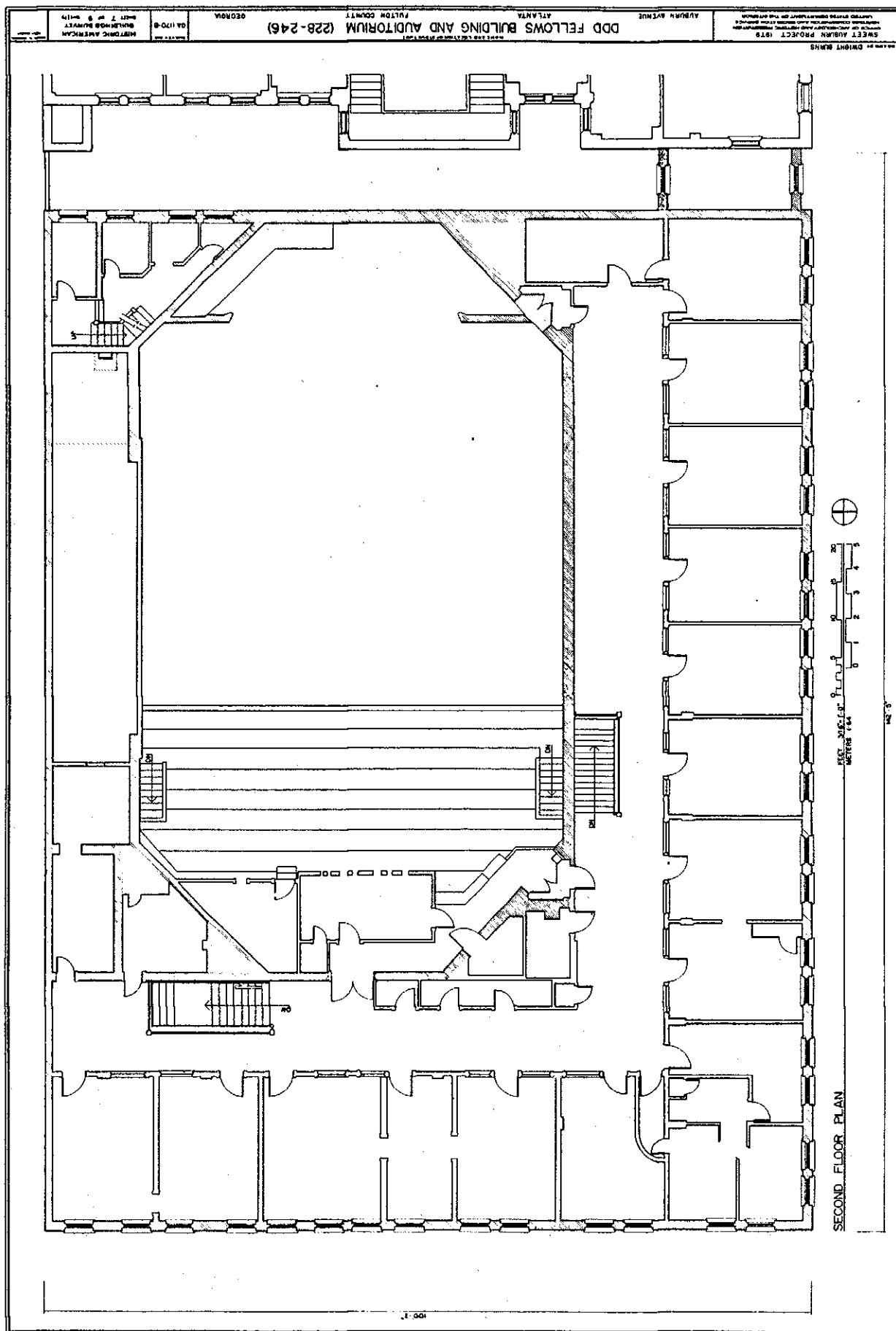


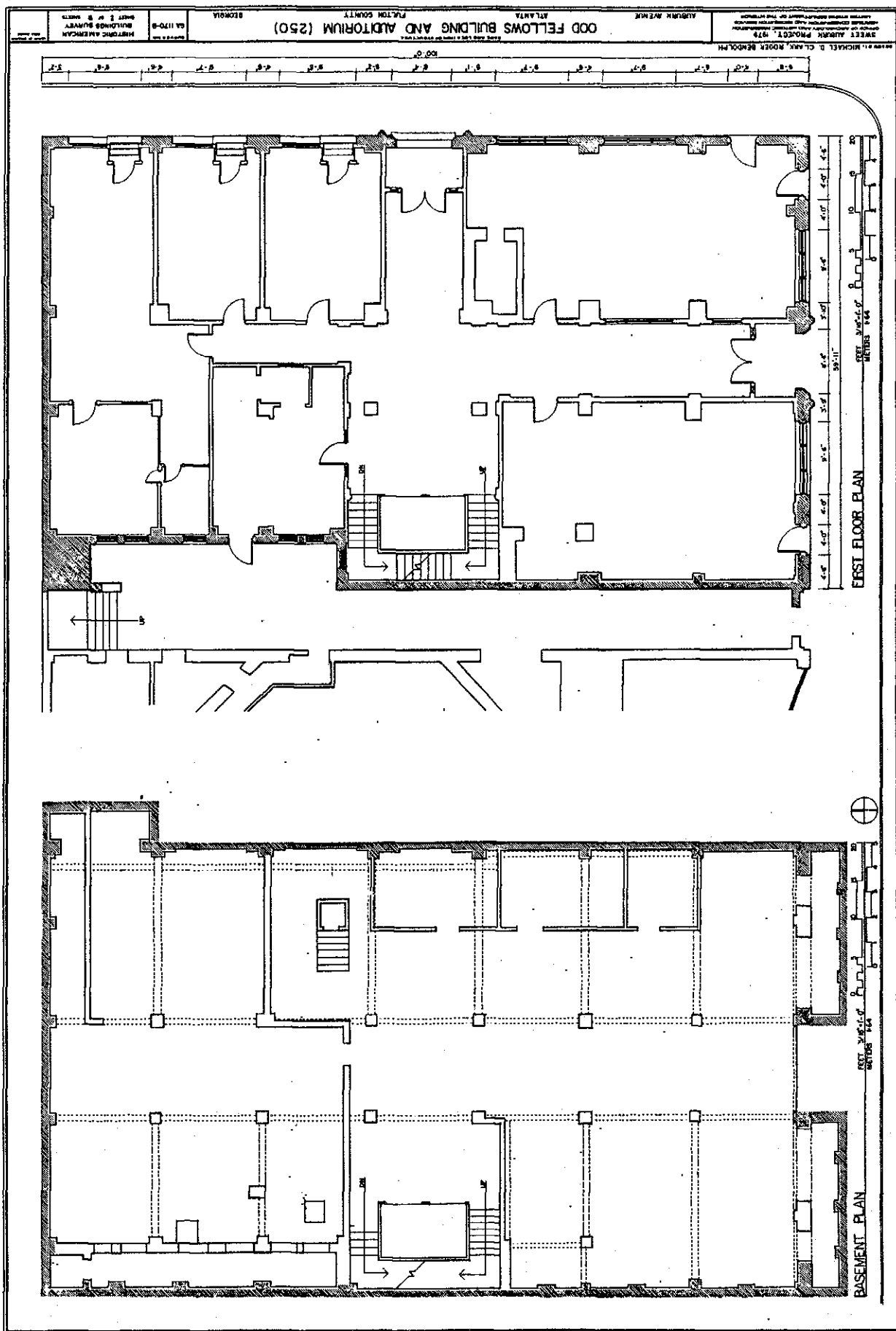
SOURCE: 1854 USGS TOPOGRAPHIC MAP - SOUTHEAST ATLANTA QUADRANGLE



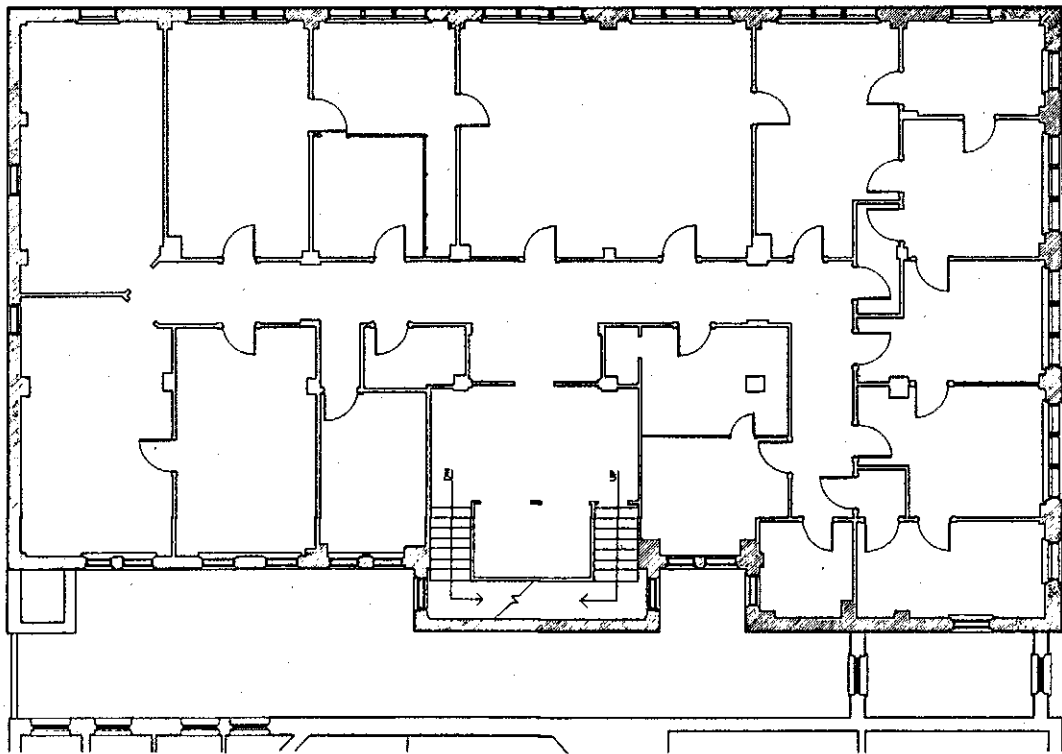
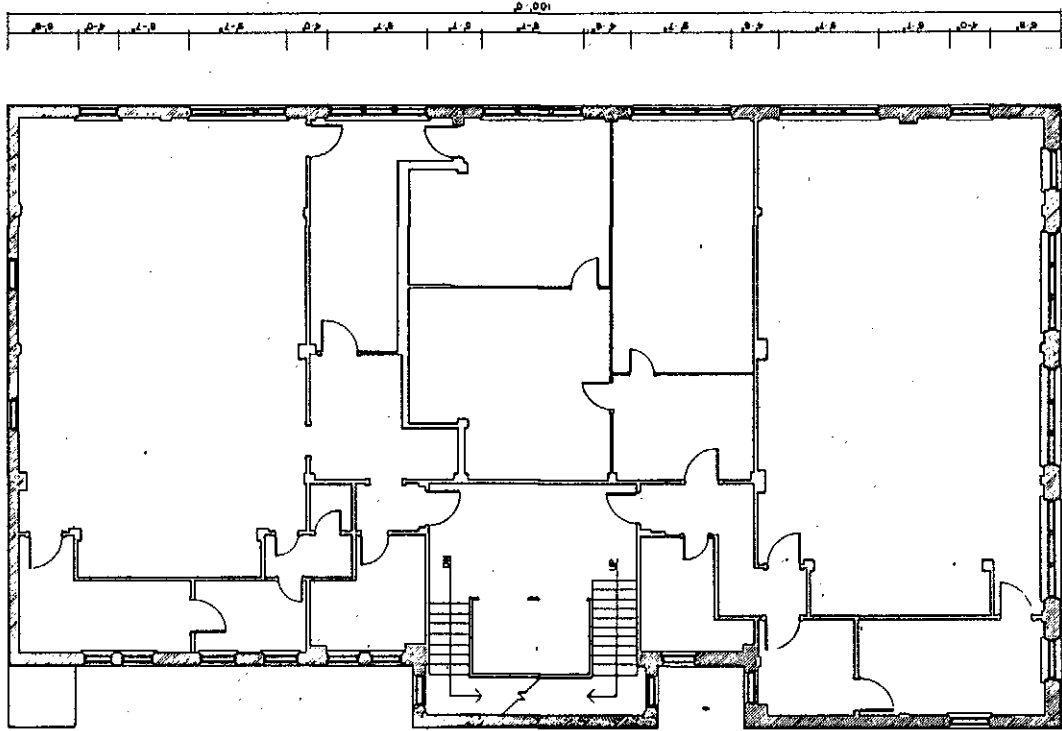
SITE PLAN

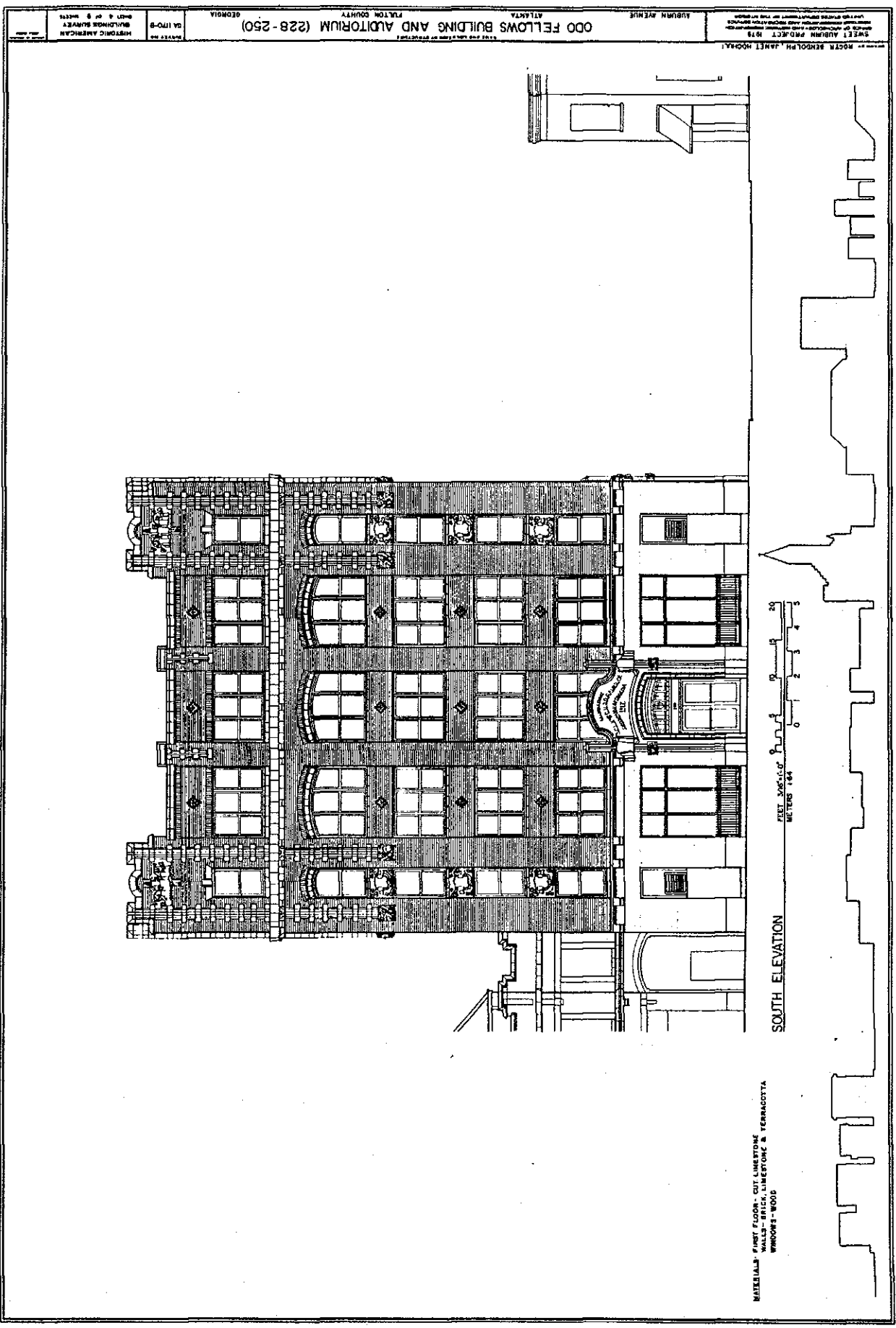






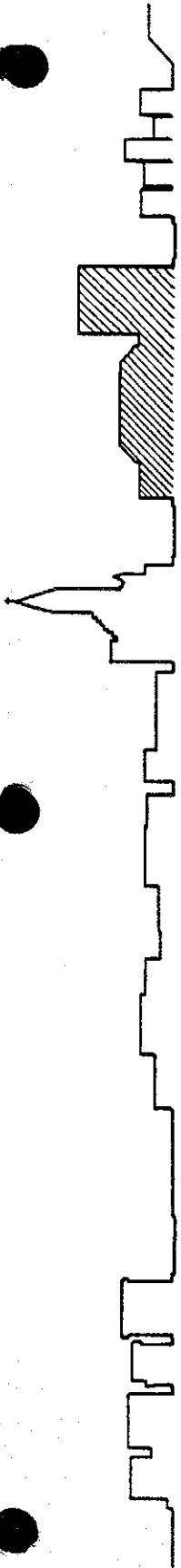
ARCHITECT: ROGER BENDIS, PH.D., JAMES P. BENTIS
PROJECT: ODD FELLOWS BUILDING AND AUDITORIUM (250)
LOCATION: ATLANTA, GEORGIA
DATE: 1970
SHEET: 1 OF 2
DRAWING: HISTORIC ARCHITECTURE
SCALE: 1/8" = 1'-0"



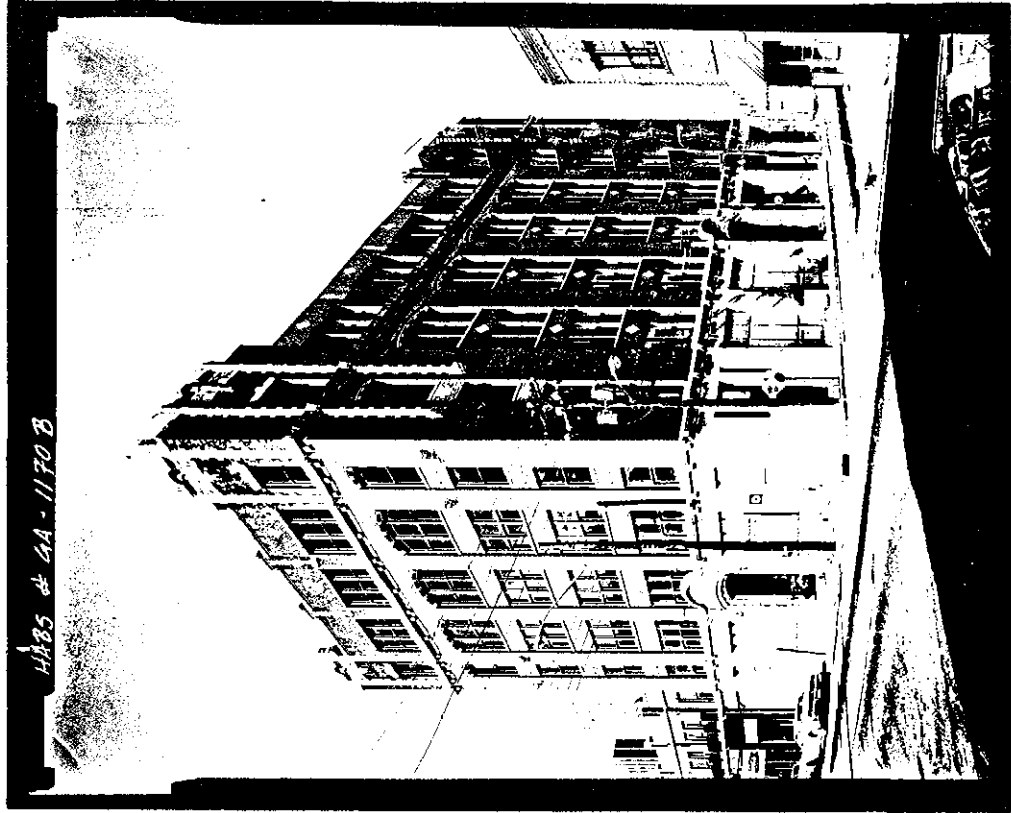


PHOTOGRAPHIC DOCUMENTATION

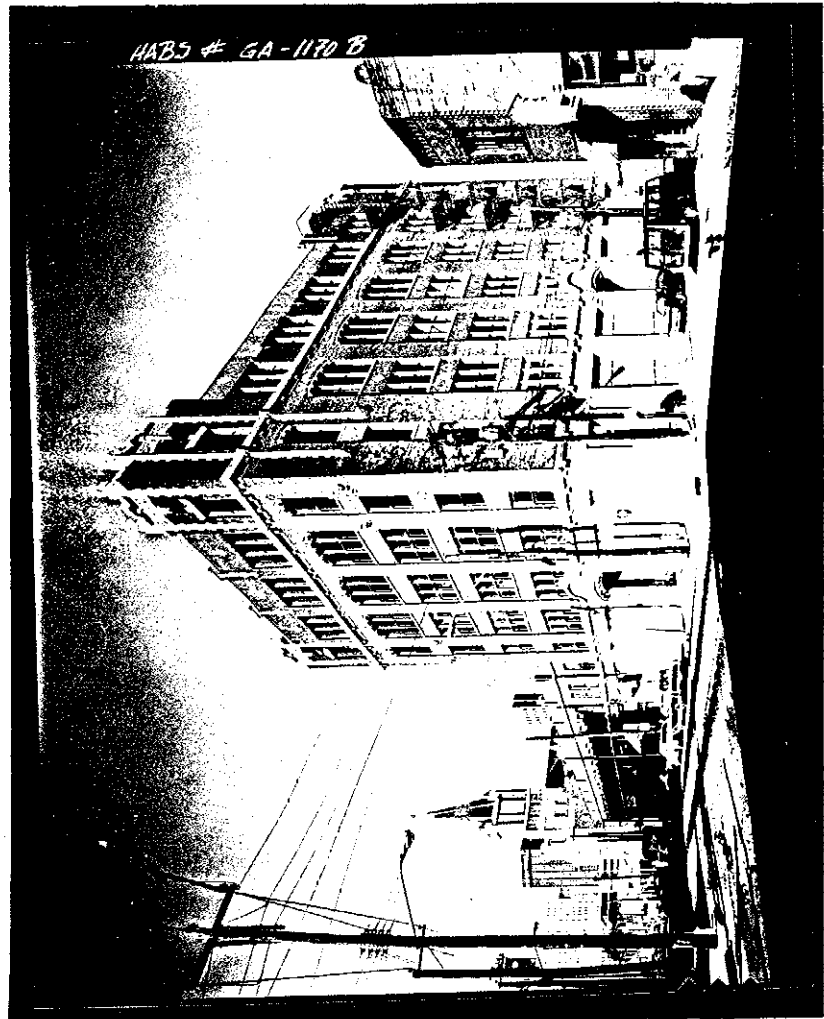
David Kaminsky, Photographer



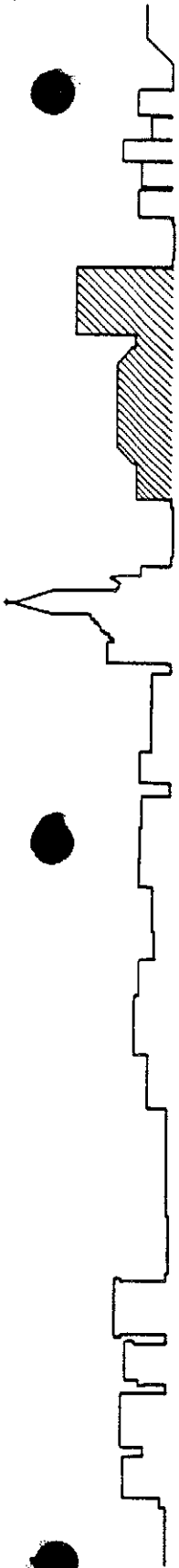
ODD FELLOWS BUILDING AND AUDITORIUM



SOUTH AND EAST FACADES SHOWING AUDITORIUM



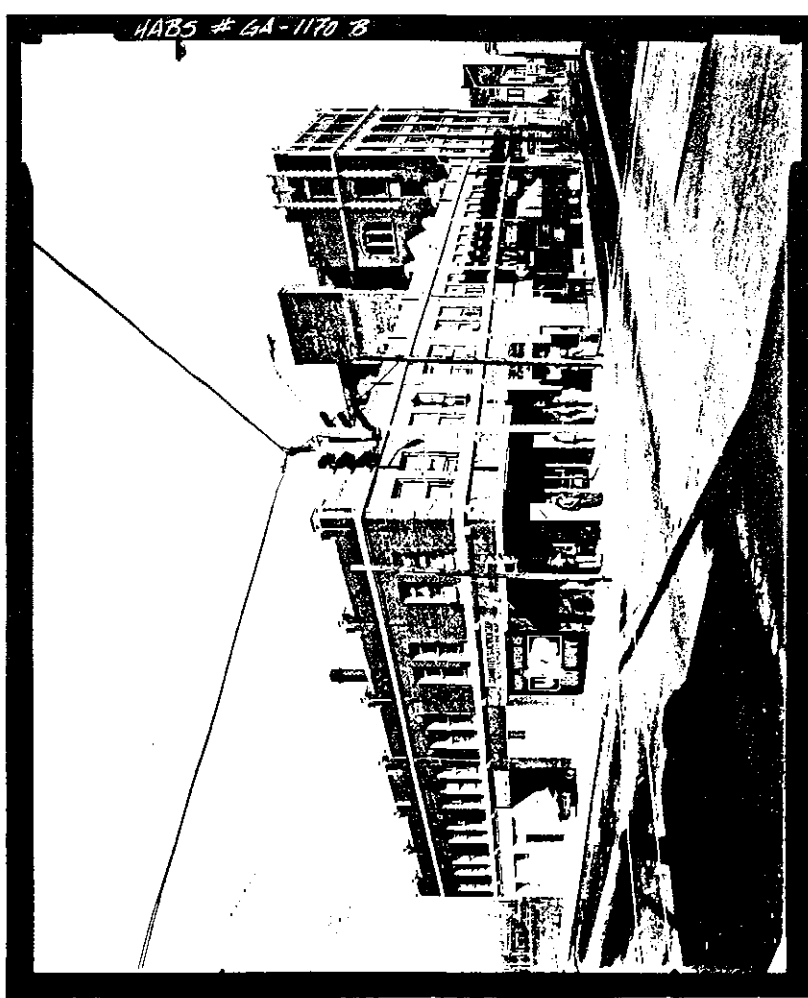
EAST AND SOUTH FACADES OF ODD FELLOWS BUILDING



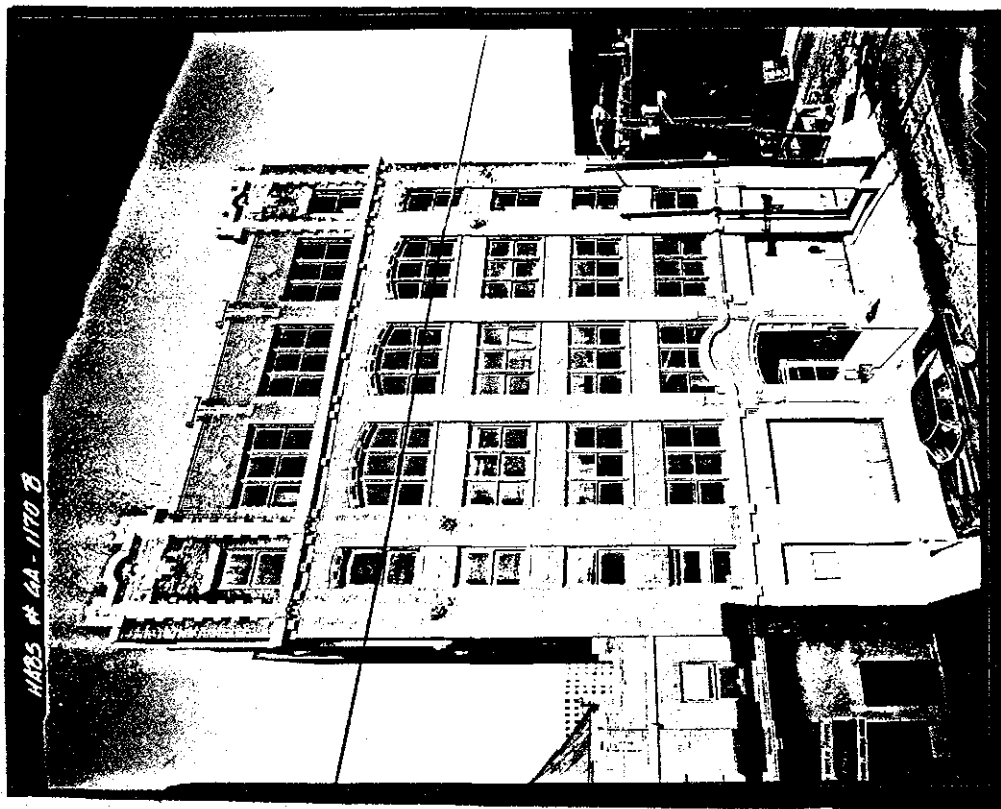
ODD FELLOWS BUILDING AND AUDITORIUM



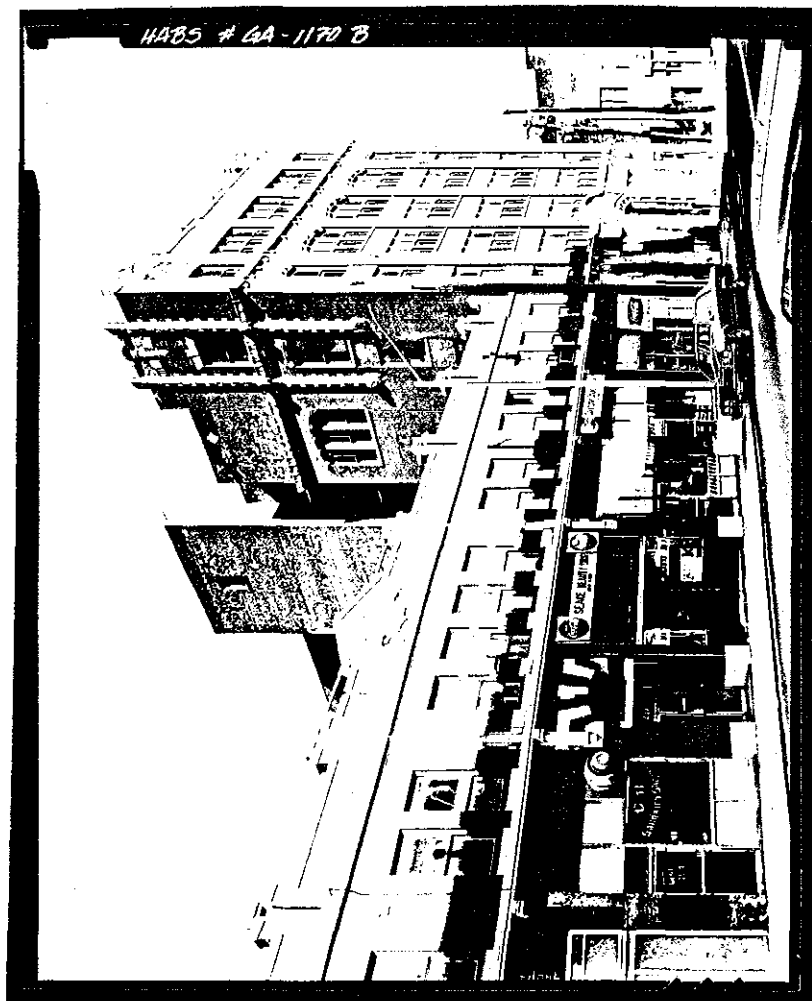
NORTH AND WEST FACADES



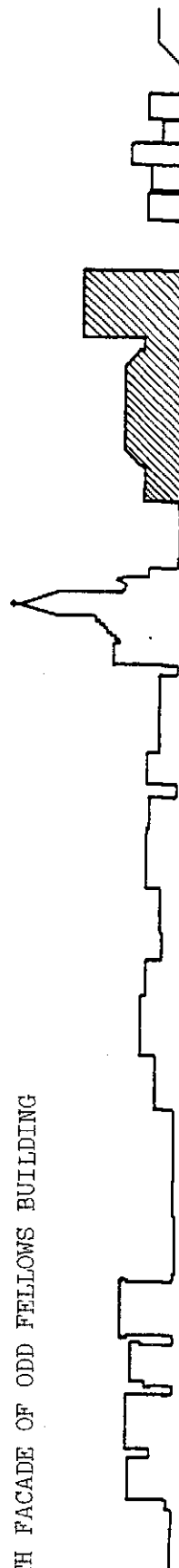
SOUTH AND WEST FACADES



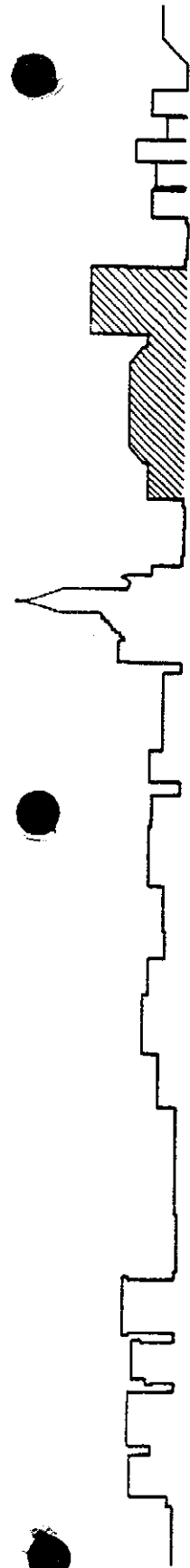
SOUTH FACADE OF ODD FELLOWS BUILDING



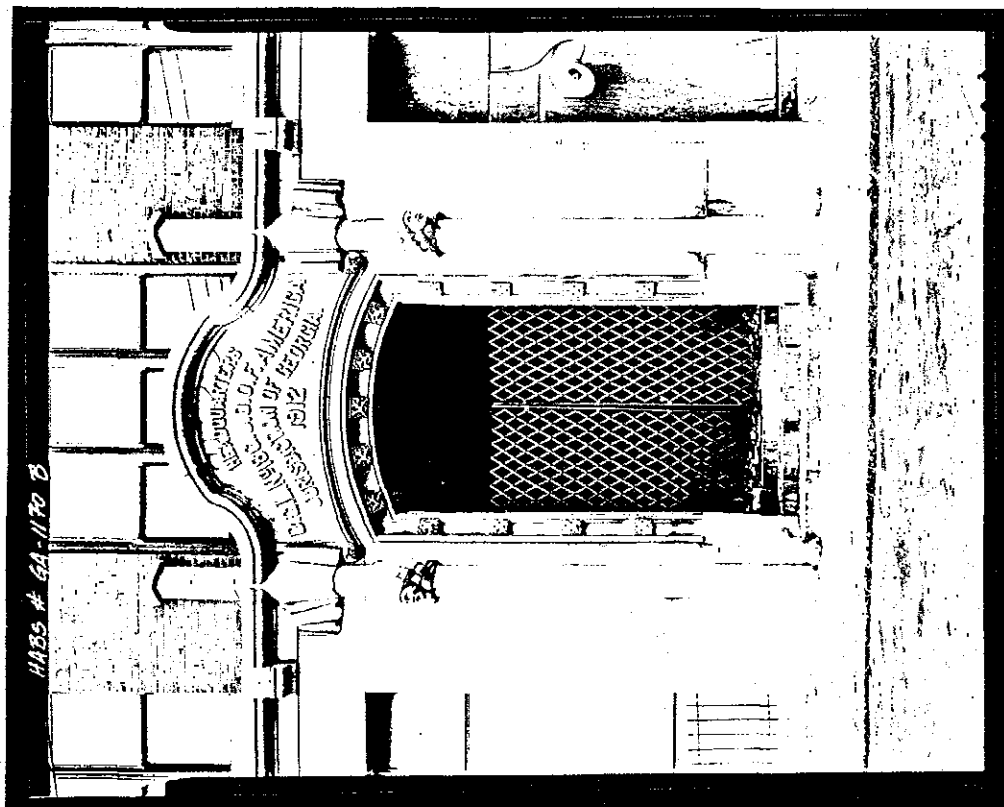
SOUTH FACADE OF AUDITORIUM AND BUILDING



ODD FELLOWS BUILDING AND AUDITORIUM

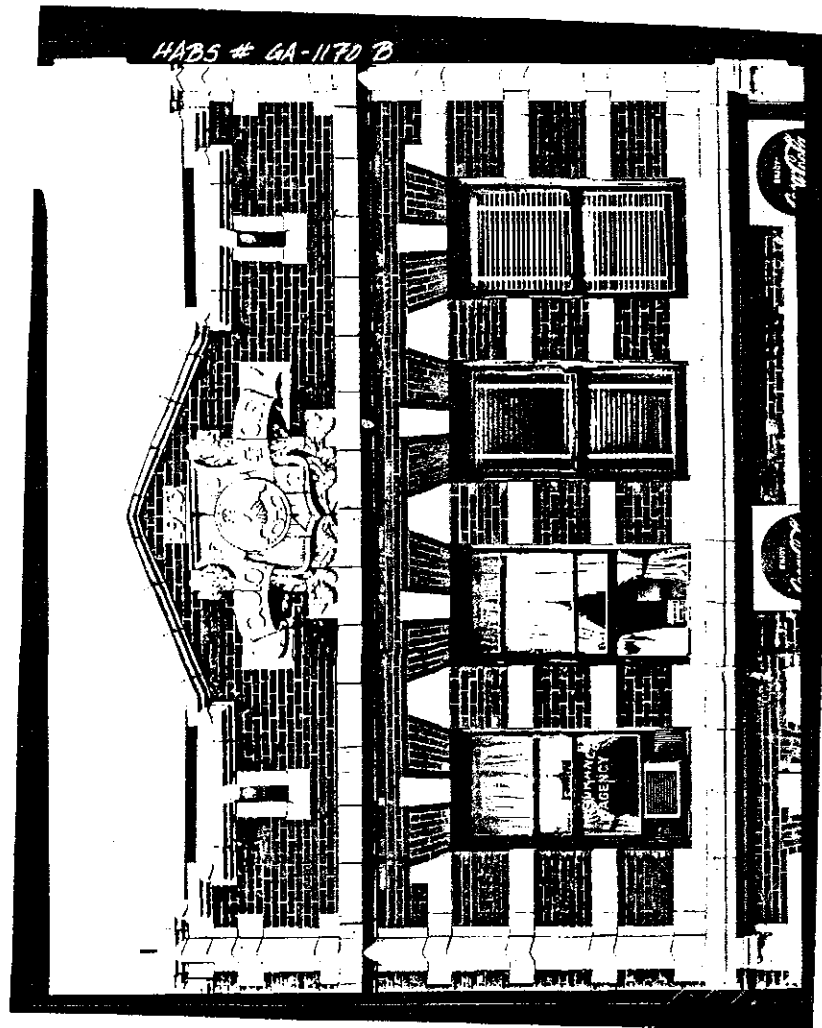


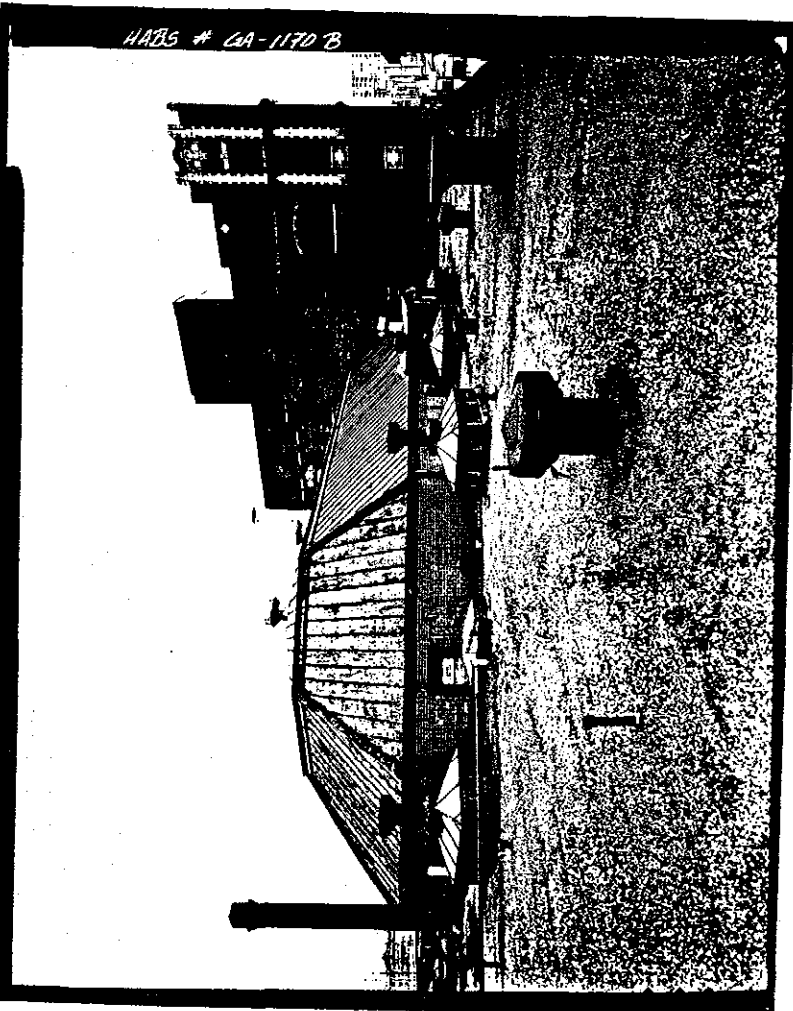
ODD FELLOWS BUILDING AND AUDITORIUM



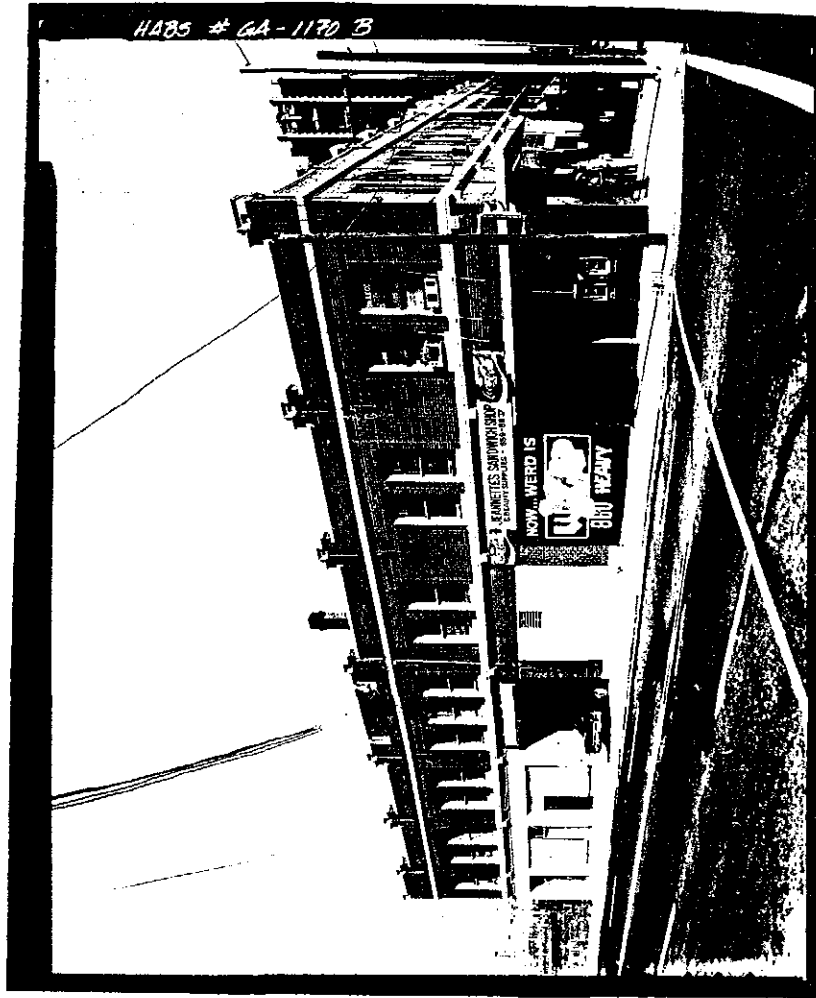
DETAIL, EAST ENTRANCE OF ODD FELLOWS BUILDING

DETAIL, SOUTH FACADE OF AUDITORIUM

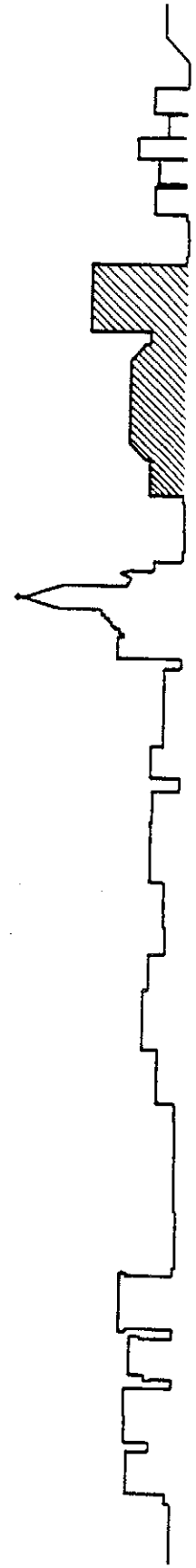




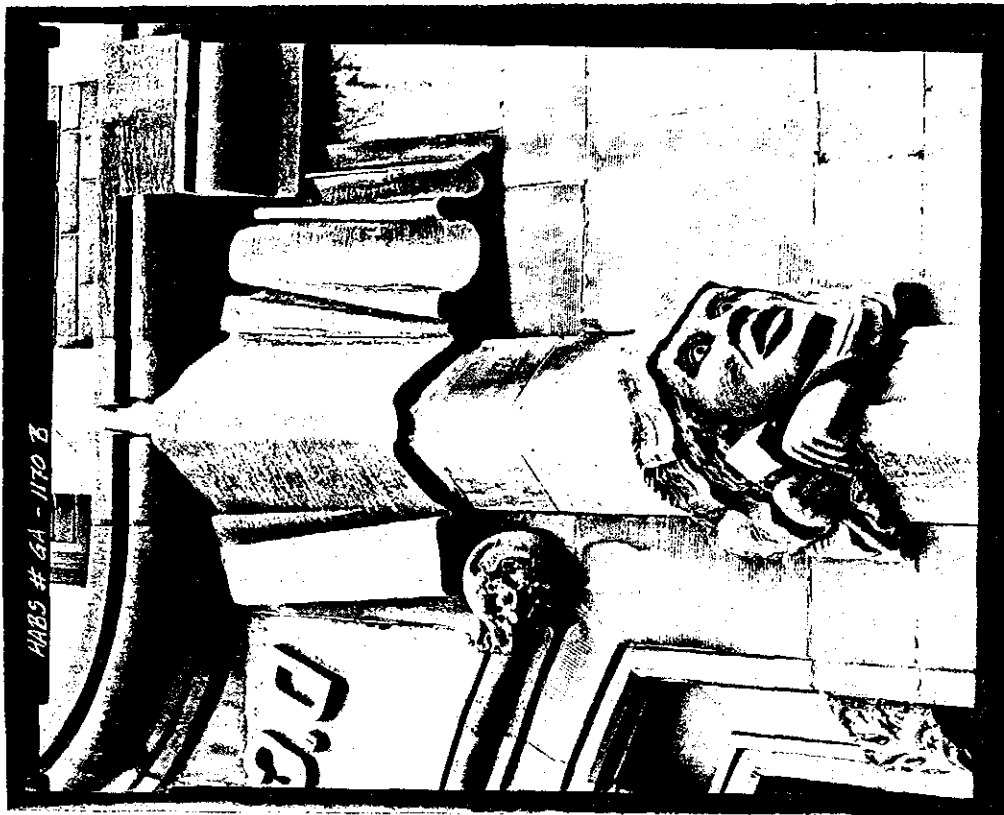
DETAIL OF AUDITORIUM ROOF



WEST FACADE OF AUDITORIUM

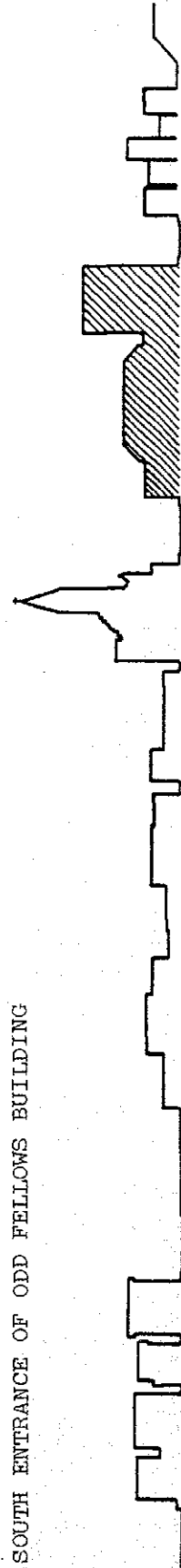


OLD FELLOWS BUILDING AND AUDITORIUM



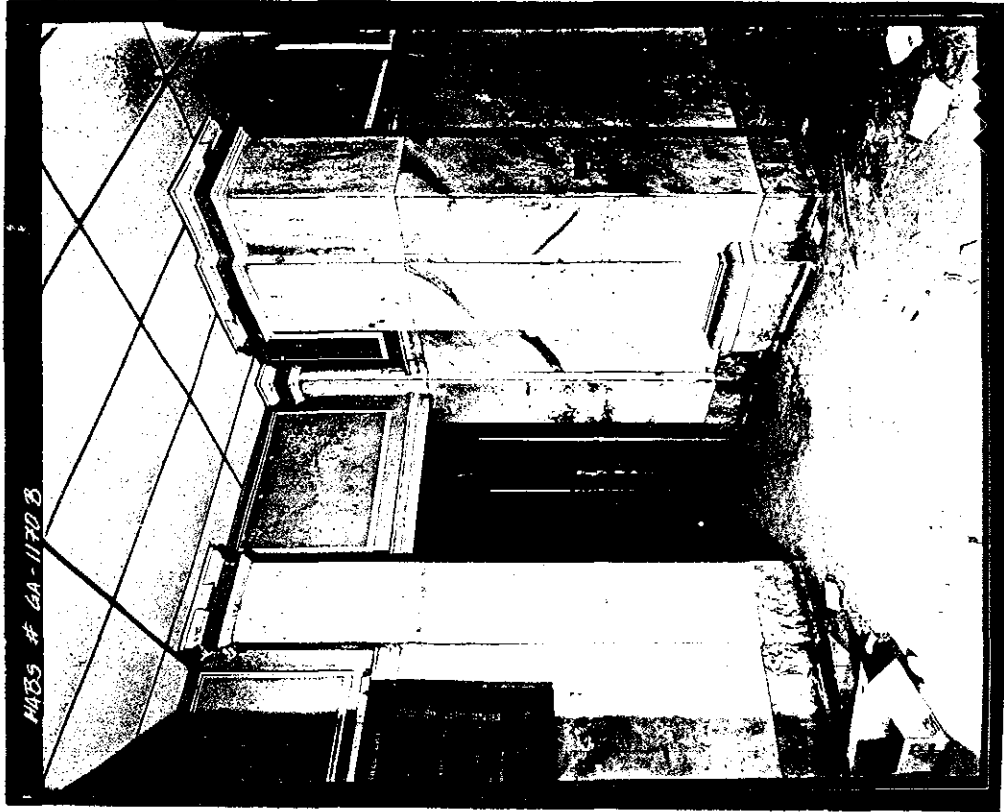
DETAIL, SOUTH ENTRANCE OF ODD FELLOWS BUILDING

DETAIL, SOUTH FACADE OF ODD FELLOWS BUILDING



ODD FELLOWS BUILDING AND AUDITORIUM

ODD FELLOWS BUILDING AND AUDITORIUM



LOBBY, ODD FELLOWS BUILDING



INTERIOR DOORWAY, SECOND FLOOR, ODD FELLOWS BUILDING

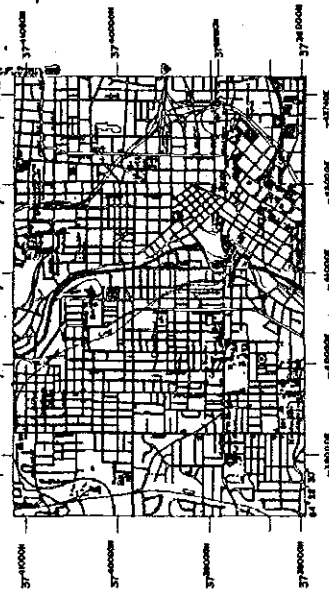
THE HERNDON BUILDING AND ATLANTA LIFE

MEASURED DRAWINGS

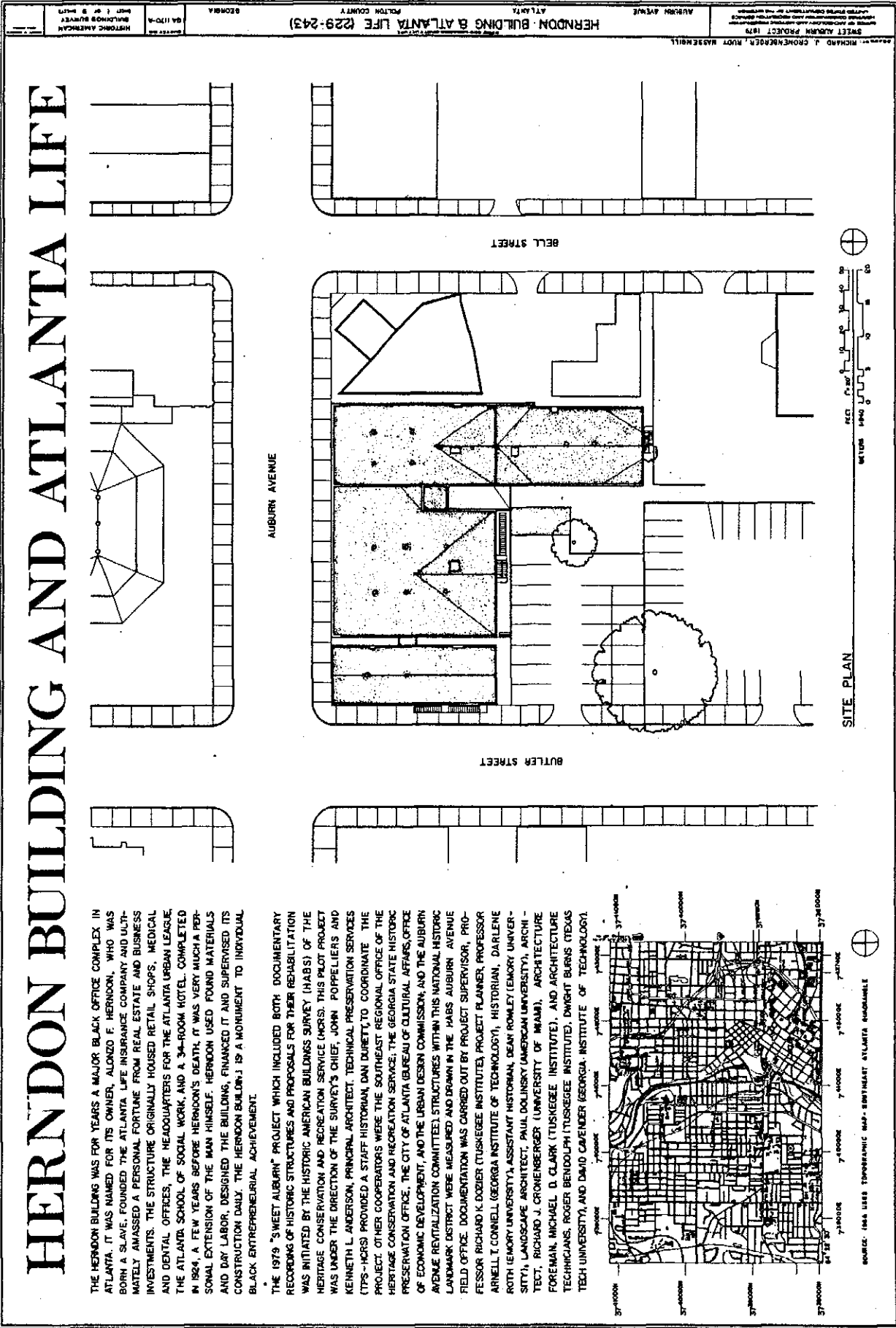
HERNDON BUILDING AND ATLANTA LIFE

THE HERNDON BUILDING WAS FOR YEARS A MAJOR BLACK OFFICE COMPLEX IN ATLANTA. IT WAS NAMED FOR ITS OWNER, ALONZO F. HERNDON, WHO WAS BORN A SLAVE, FOUNDED THE ATLANTA LIFE INSURANCE COMPANY AND ULTIMATELY AMASSED A PERSONAL FORTUNE FROM REAL ESTATE AND BUSINESS INVESTMENTS. THE STRUCTURE ORIGINALLY HOUSED RETAIL SHOPS, MEDICAL AND DENTAL OFFICES, THE HEADQUARTERS FOR THE ATLANTA URBAN LEAGUE, THE ATLANTA SCHOOL OF SOCIAL WORK, AND A 34-ROOM HOTEL. COMPLETED IN 1924, A FEW YEARS BEFORE HERNDON'S DEATH, IT WAS VERY MUCH A PERSONAL EXTENSION OF THE MAN HIMSELF. HERNDON USED FOUND MATERIALS AND DAY LABOR, DESIGNED THE BUILDING, FINANCED IT AND SUPERVISED ITS CONSTRUCTION DAILY. THE HERNDON BUILDING IS A MONUMENT TO INDIVIDUAL BLACK ENTREPRENEURIAL ACHIEVEMENT.

THE 1979 "SWEET ALBURN" PROJECT WHICH INCLUDED BOTH DOCUMENTARY RECORDING OF HISTORIC STRUCTURES AND PROPOSALS FOR THEIR REHABILITATION WAS INITIATED BY THE HISTORIC AMERICAN BUILDINGS SURVEY (HABS) OF THE HERITAGE CONSERVATION AND RECREATION SERVICE (HCRRS). THIS PILOT PROJECT WAS UNDER THE DIRECTION OF THE SURVEY'S CHIEF, JOHN POPPELIER, AND KENNETH L. ANDERSON, PRINCIPAL ARCHITECT. TECHNICAL PRESERVATION SERVICES (TPS-HABS) PROVIDED A STAFF HISTORIAN, DAN DURETT, TO COORDINATE THE PROJECT. OTHER COOPERATORS WERE THE SOUTHEAST REGIONAL OFFICE OF THE HERITAGE CONSERVATION AND RECREATION SERVICE, THE GEORGIA STATE HISTORIC PRESERVATION OFFICE, THE CITY OF ATLANTA (BUREAU OF CULTURAL AFFAIRS, OFFICE OF ECONOMIC DEVELOPMENT, AND THE URBAN DESIGN COMMISSION), AND THE ALBURN AVENUE REVITALIZATION COMMITTEE. STRUCTURES WITHIN THIS NATIONAL HISTORIC LANDMARK DISTRICT WERE MEASURED AND DRAWN IN THE HABS ALBURN AVENUE FIELD OFFICE. DOCUMENTATION WAS CARRIED OUT BY PROJECT SUPERVISOR, PROFESSOR RICHARD K. DOZIER (TUSKEGEE INSTITUTE), PROJECT PLANNER, PROFESSOR ARNELL T. CONNELL (GEORGIA INSTITUTE OF TECHNOLOGY), HISTORIAN, DARLENE BETH (EMORY UNIVERSITY), ASSISTANT HISTORIAN, DEAN ROMLEY (EMORY UNIVERSITY), LANDSCAPE ARCHITECT, PAUL DOLINSKY (AMERICAN UNIVERSITY), ARCHITECT, RICHARD J. CRONBERGER (UNIVERSITY OF MIAMI), ARCHITECTURE FOREMAN, MICHAEL D. CLARK (TUSKEGEE INSTITUTE), AND ARCHITECTURE TECHNICIANS, ROGER BENDOLPH (TUSKEGEE INSTITUTE), DWIGHT BURNS (TEXAS TECH UNIVERSITY), AND DAVID CAVENDER (GEORGIA INSTITUTE OF TECHNOLOGY).



SOURCE: 1984 USGS TOPOGRAPHIC MAP - SOUTHEAST ATLANTA NEIGHBORHOOD



SITE PLAN

HERNDON BUILDING & ATLANTA LIFE (229-243)

SHEET ALBURN PROJECT 1879

RICHARD J. CRONBERGER, RUDY WASSERBILLY

ALBURN AVENUE

ATLANTA

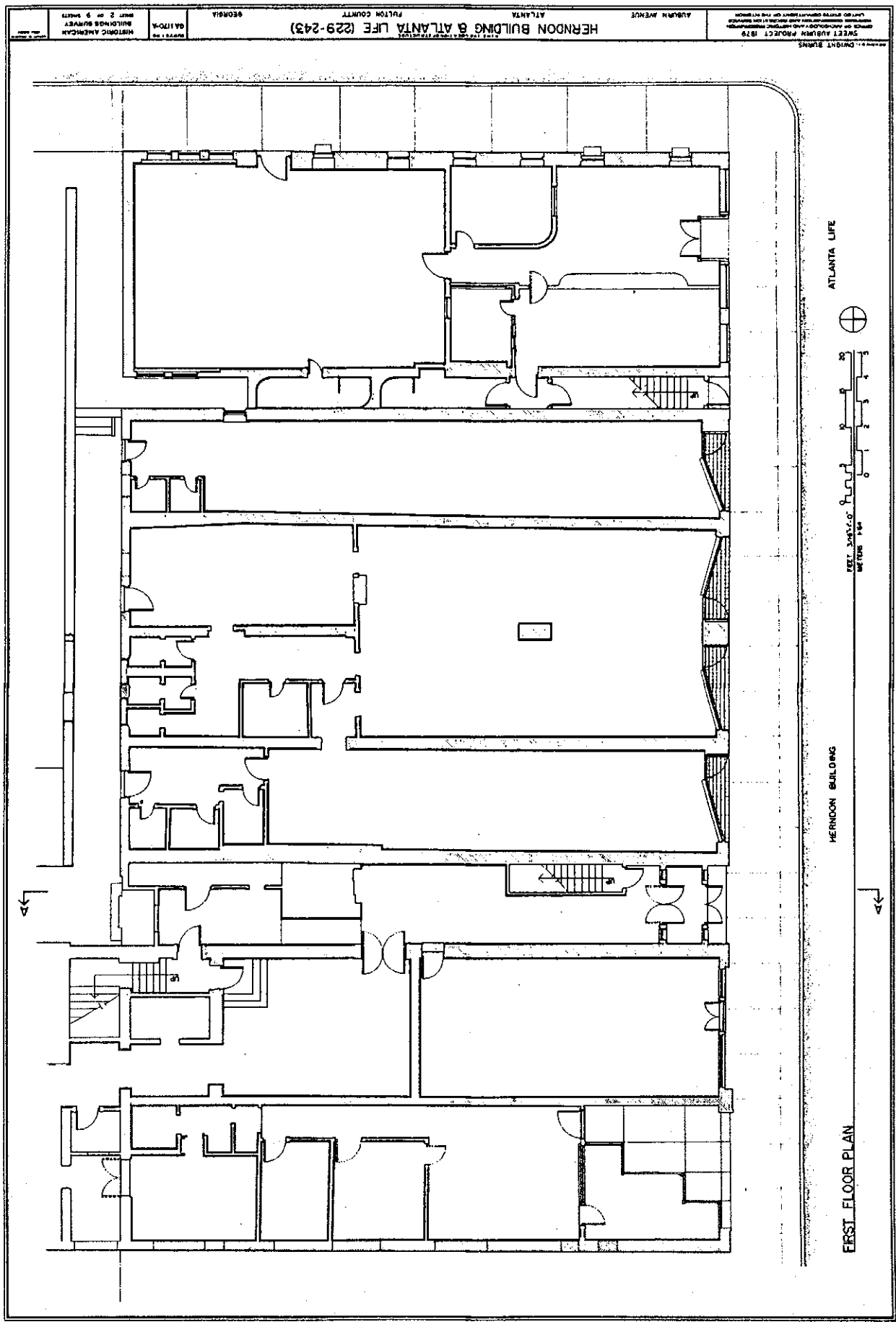
POLK COUNTY

GEORGIA

DATE 11-70-A

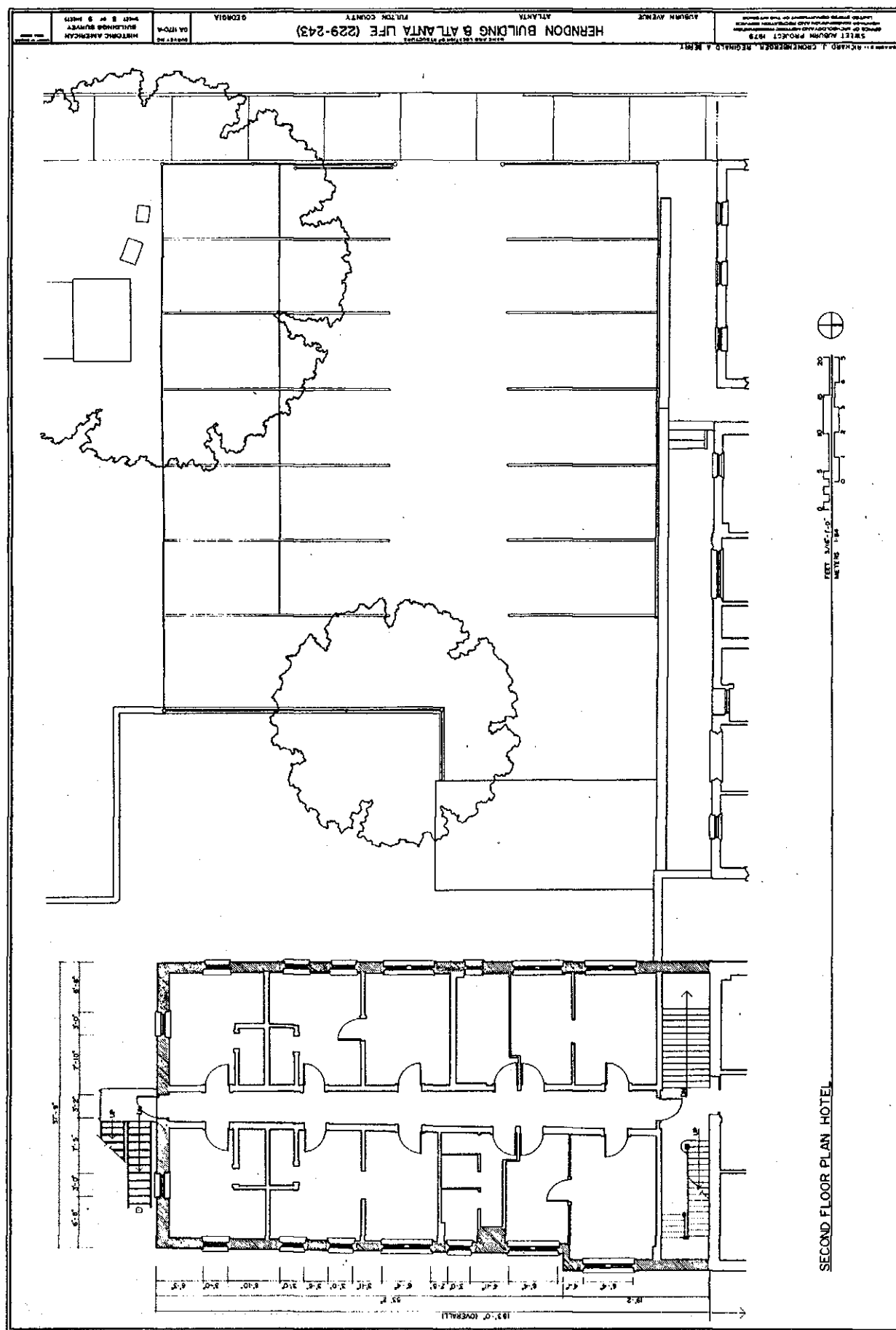
HISTORIC AMERICAN BUILDINGS SURVEY

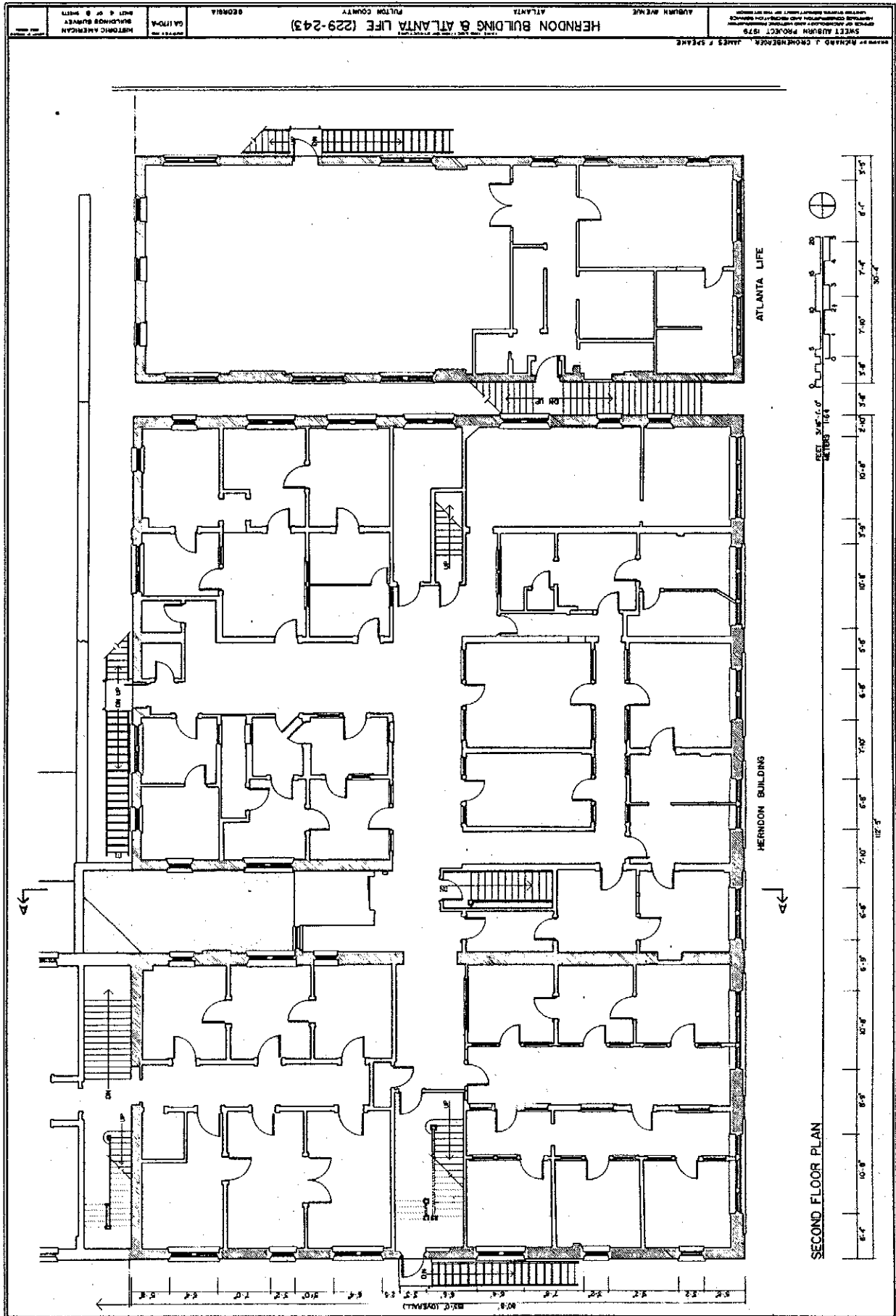
NO. 1 OF 3 SHEETS

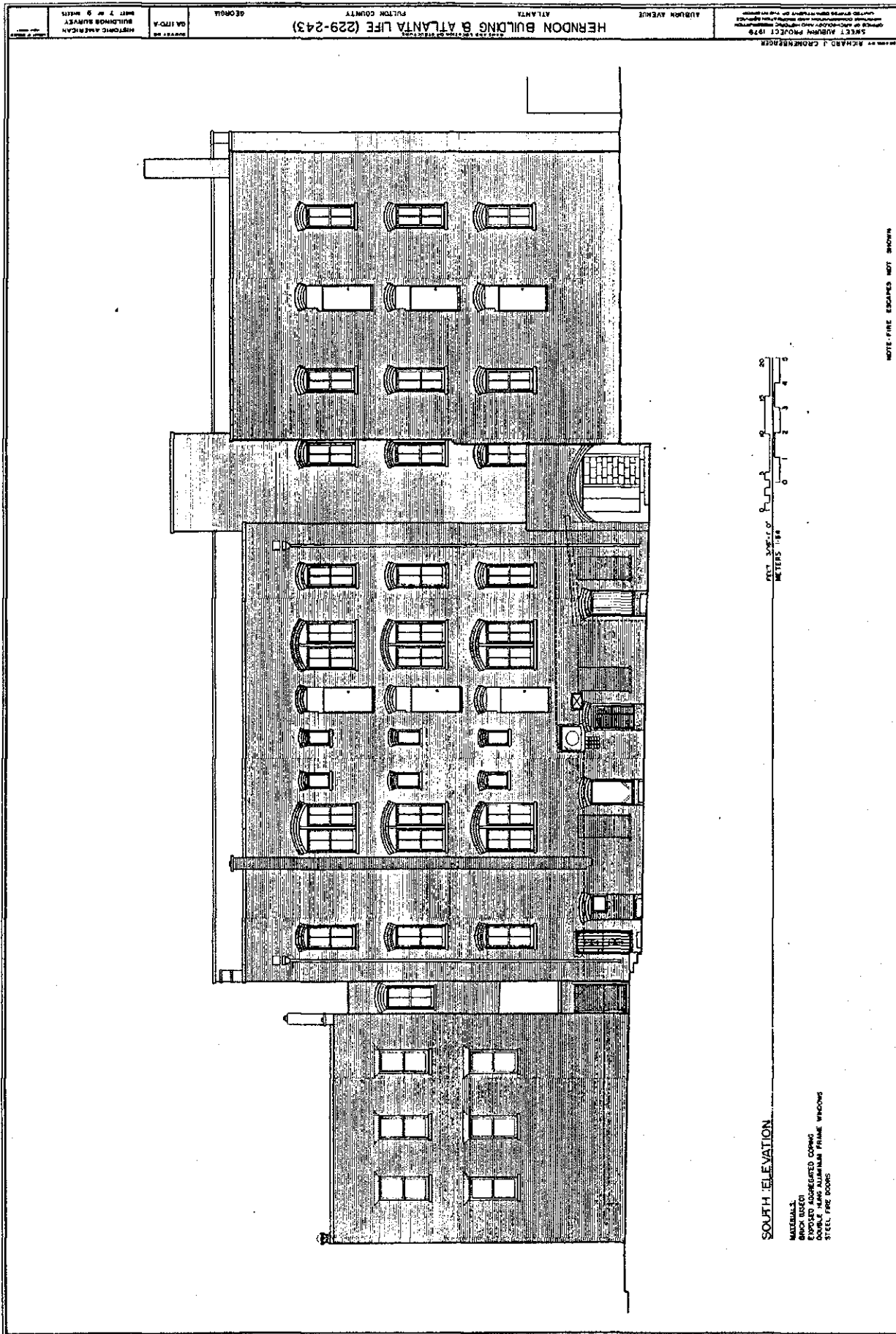


HERNDON BUILDING & ATLANTA LIFE (229-243)
ATLANTA
FULTON COUNTY
GEORGIA

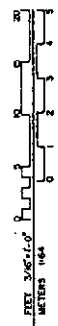
ARCHITECT
BUREAU OF ARCHITECTURE AND ENGINEERING
1000 BROADWAY, NEW YORK, N.Y. 10003
PROJECT NO. 1000
DATE: 10/1/60
SHEET 2 OF 9 SHEETS
HISTORIC AMERICAN
BUILDINGS SURVEY





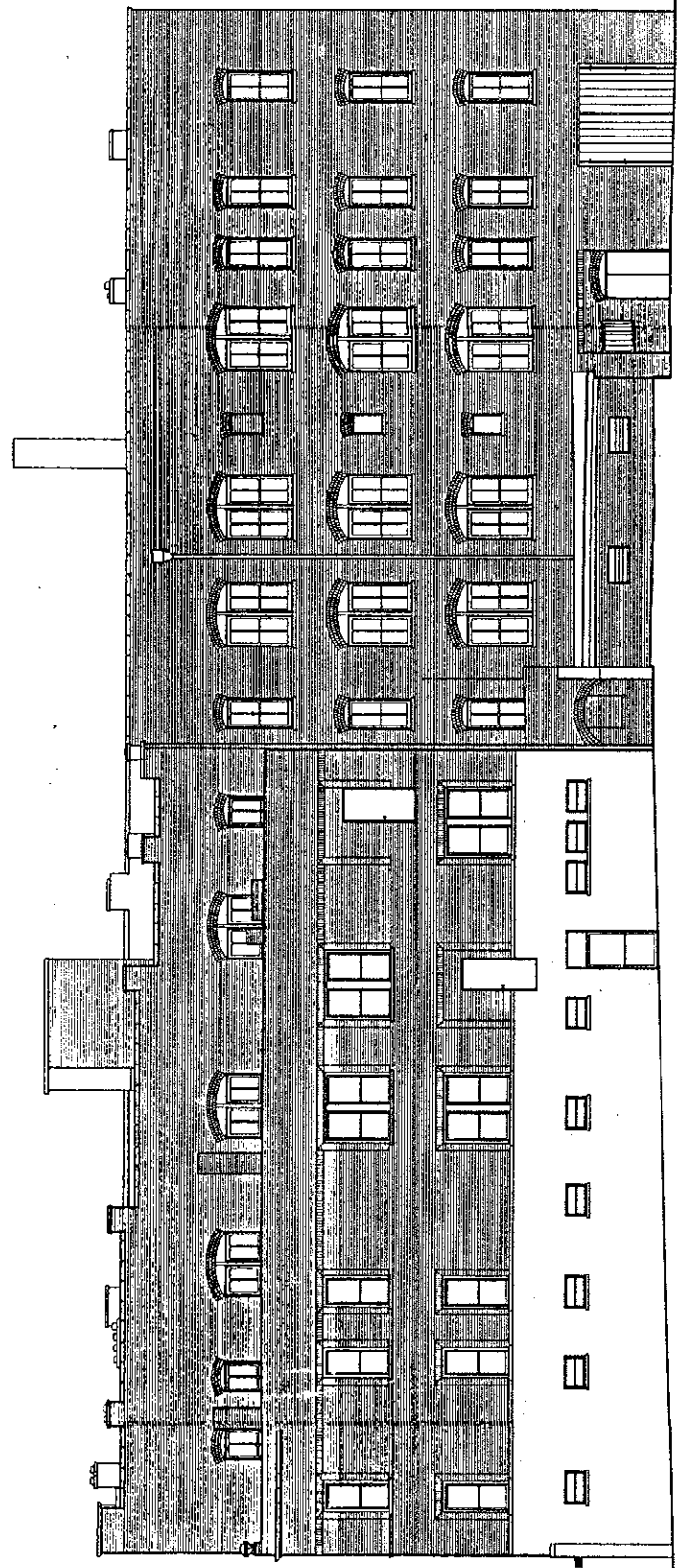


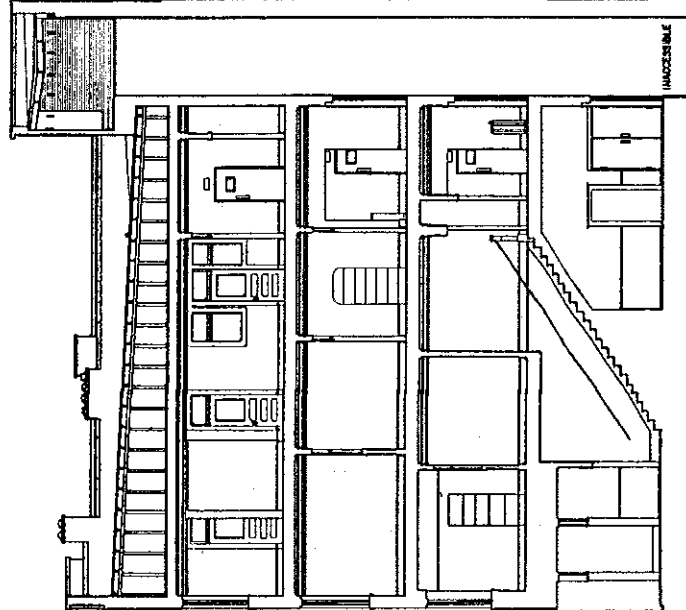
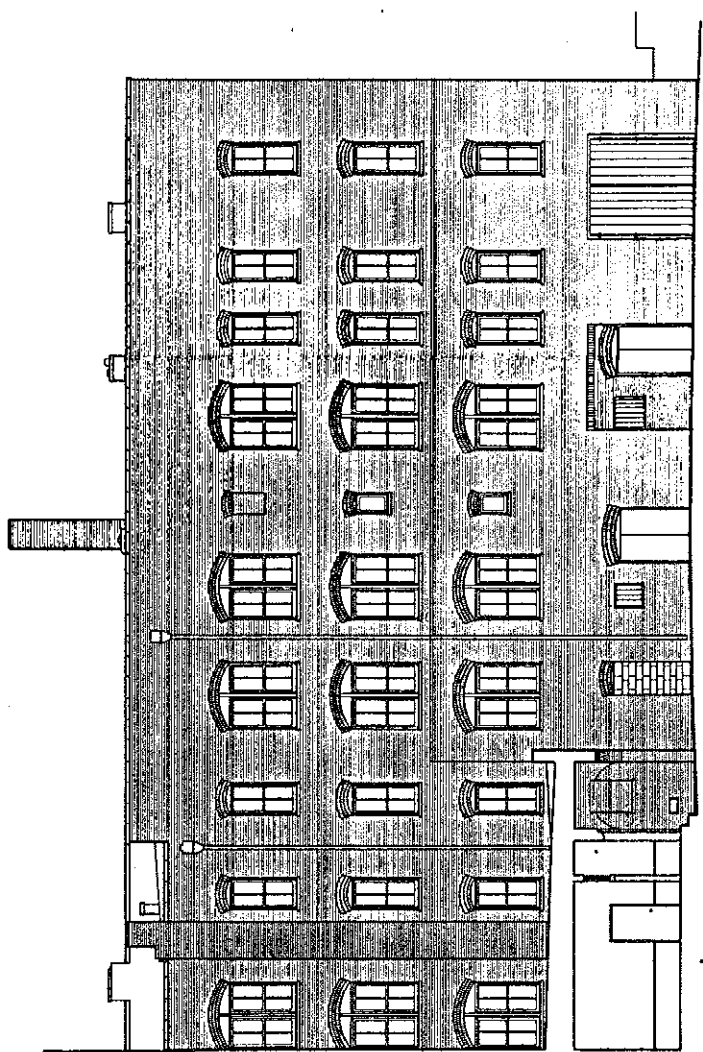
NOTE: FIRE ESCAPES NOT SHOWN



WEST ELEVATION

MATERIALS:
BRICK (USED)
CONCRETE AGGREGATED CONCRETE
GLAZED HARD ALUMINUM FRAME WINDOWS
STUCCO





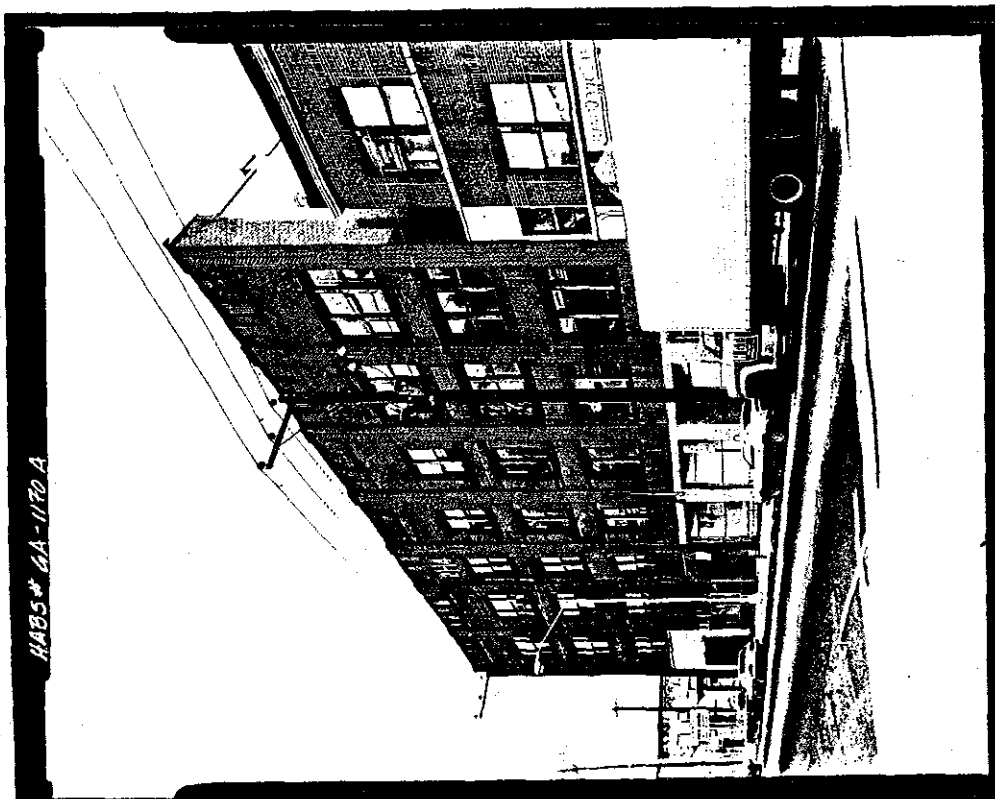
TRANSVERSE SECTION AA

INTERIORS:
WICK FUSERS
OPPOSED AGGREGATED COPING
DOUBLE SLING ALUMINUM FRAME
WINDOWS
LASTER WALLS
WOOD FRAME WINDOWS & DOORS

NOTE - FIRE ESCAPES NOT SHOWN

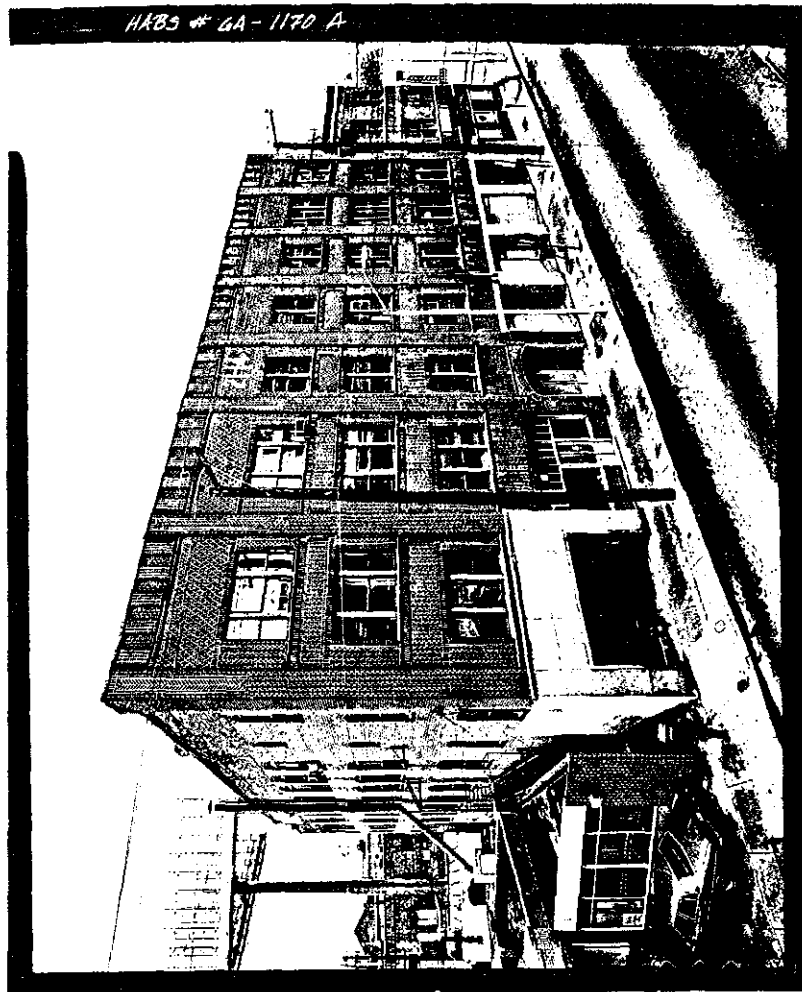
PHOTOGRAPHIC DOCUMENTATION

David Kaminsky, Photographer



HABS # 6A-1170 A

NORTH FACADE OF HERNDON BUILDING



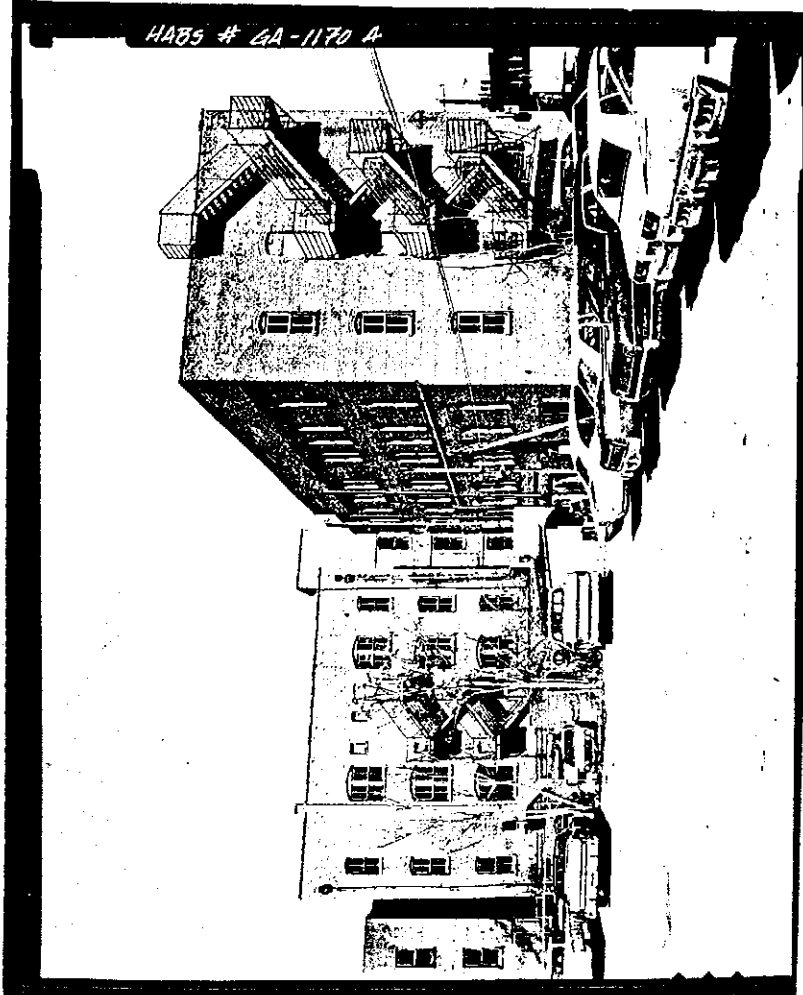
HABS # 6A-1170 A

NORTH FACADE



HERNDON BUILDING AND ATLANTA LIFE

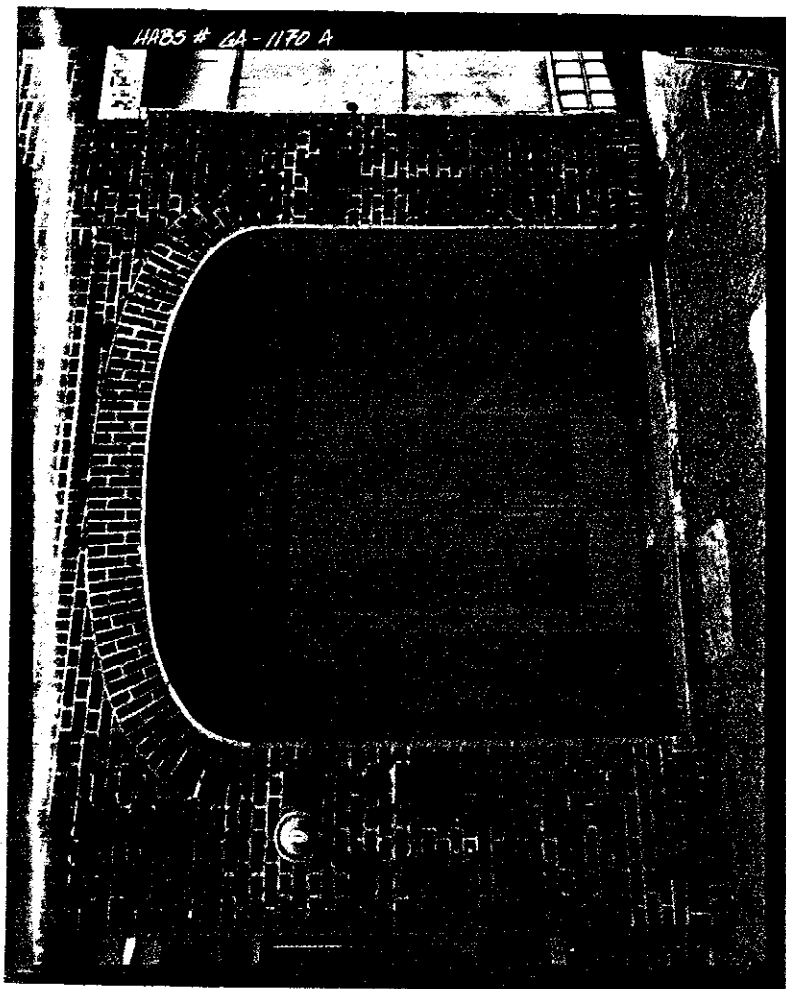
HERNDON BUILDING AND ATLANTA LIFE



SOUTH AND WEST (REAR) FACADES OF HERNDON BUILDING



NORTH AND EAST FACADES



DETAIL, NORTH ENTRANCE OF HERNDON BUILDING



EAST FACADE OF HERNDON BUILDING



HERNDON BUILDING AND ATLANTA LIFE

HERNDON BUILDING AND ATLANTA LIFE

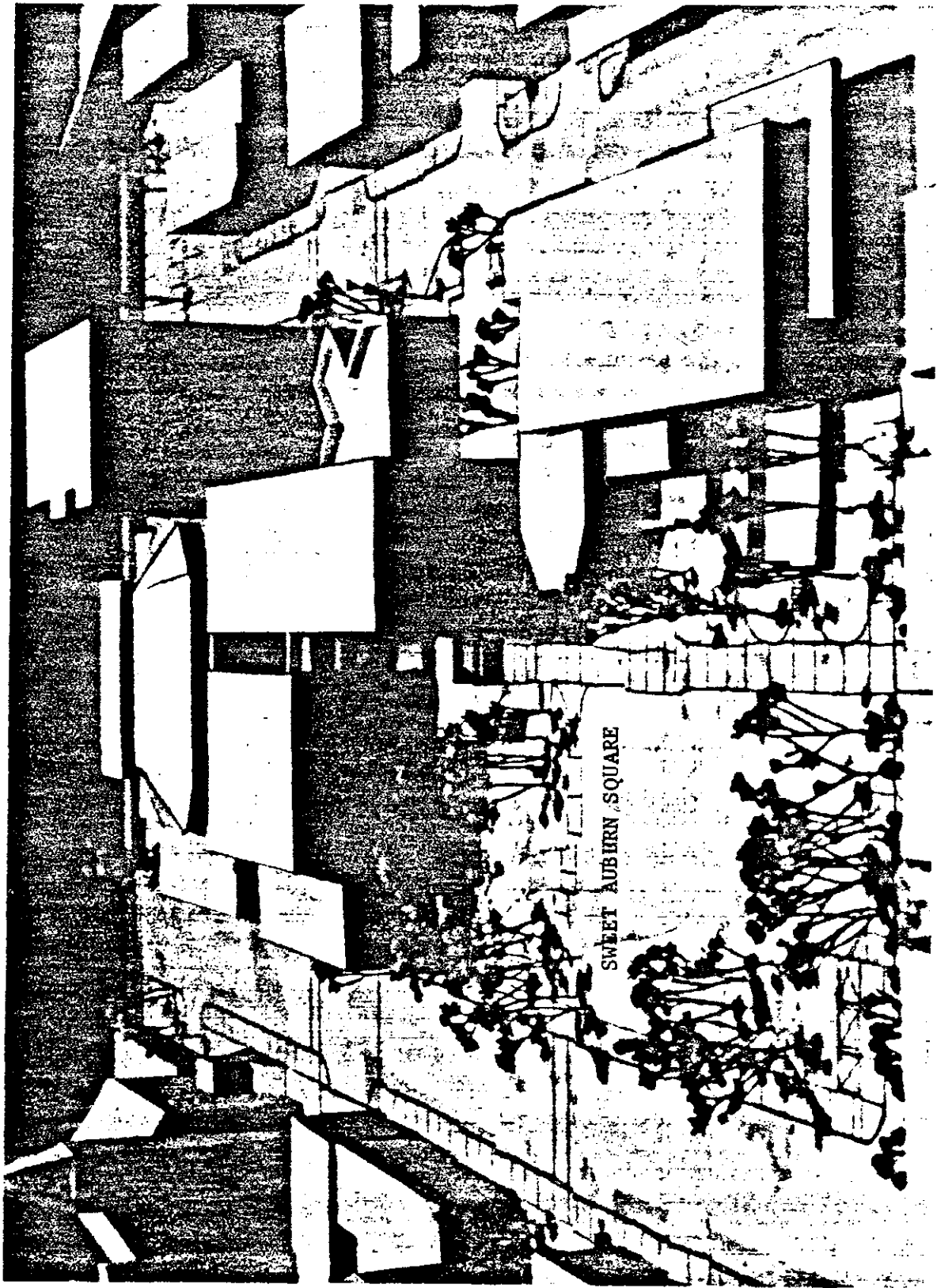


INTERIOR STAIRCASE, SECOND FLOOR, HERNDON BUILDING



DETAIL, WINDOW FRAME, HERNDON BUILDING

APPENDICES



SCALE MODEL - SWEET AUBURN SQUARE

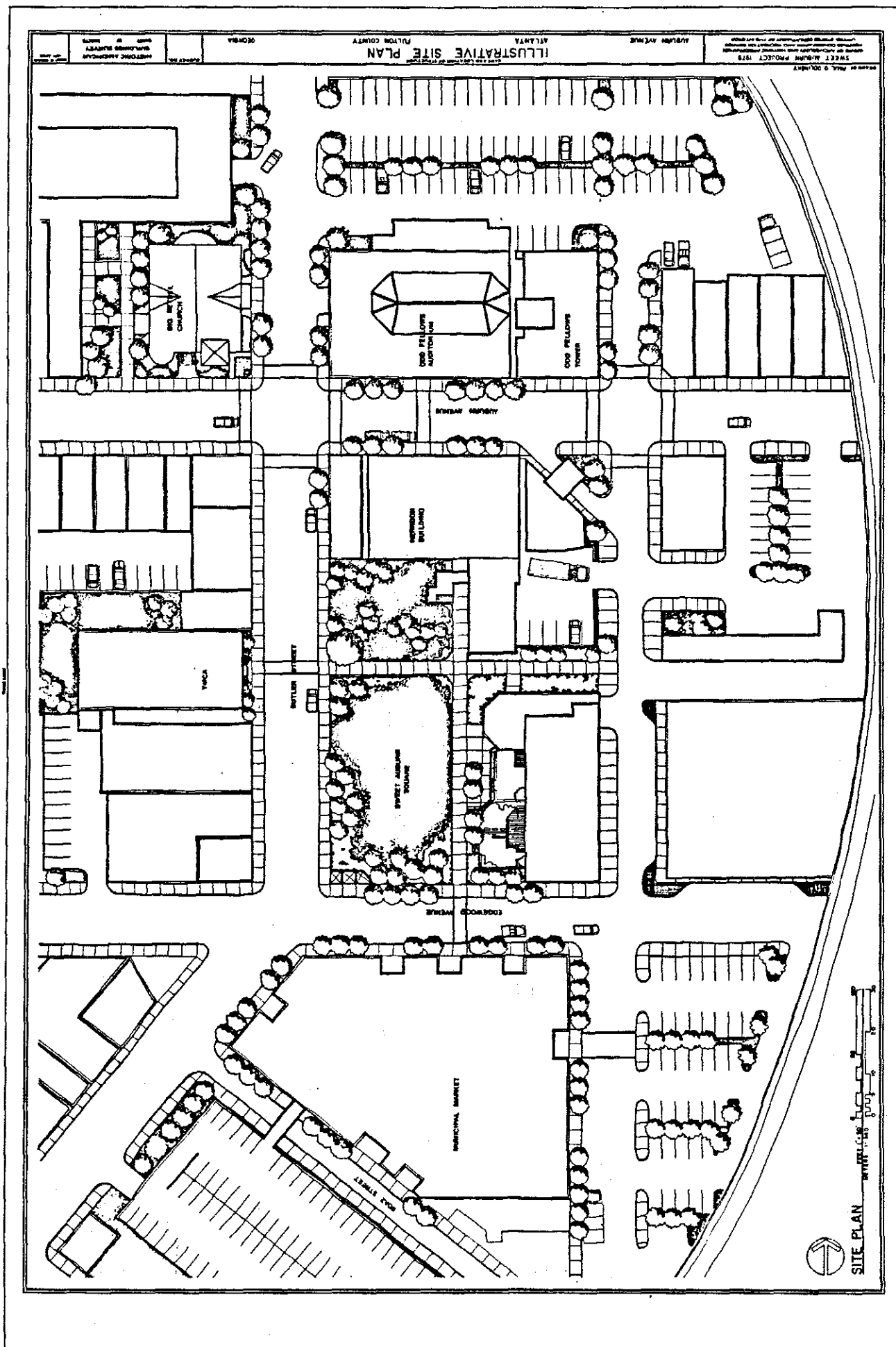


TABLE ONE

Population and Employment in Census Tract 28

	Population	Households	Median Age	Housing Units	Vacancies	One Person Households	Jobs
1970	2967	959	31	999	40	312	5306
1980	2375	1101	34	1154	53	528	8605
1990	2243	1029	37			596	8605
2000	1943	917	39			599	8605

Source: Atlanta Regional Commission

TABLE TWO

Per Capita Income in Census Tract 28

	1969	1974	1978
Current \$	2627	4550	8228
Constant \$	2393	3081	4213

(1972)

Source: Atlanta Regional Commission & HABS File

TABLE THREE

Potential Housing Market from Nearby Sources

	MARKET POTENTIAL		ESTIMATED MARKET		UNIT TYPE PREFERENCES**		
	Size	Percentage*	Number	Adjusted	Two-Bedroom	One-Bedroom	Efficiency
Grady Nurses	700	15.0	120	91	14.1%	12%	11.8%
Grady Interns	800	14.0	98	74	15.4%	15.5%	14.7%
G.S.U. Students	12,000	30.0	3600	675	43.6%	36.2%	52.9%
Faculty (G.S.U.)	2,000	10.0	200	152	7.7%	8.6%	5.9%
State Employee	10,000	4.0	400				
Renter (Existing downtown)	1,000	27.0	270	206	19.2%	14.7%	27.6%
TOTAL	26,500	100.0%	4688	1198	100.0% (125)	100.0% (95)	100.0% (55)

** NOT MUTUALLY EXCLUSIVE

Compiled from data in "Market Feasibility Study" by Legg, Moschis, Rabiansk: December 1979, Georgia State University.

Existing Market Support for Three Retail Functions

1979	1978	Available	@\$240/Sq. Ft.	Available	@\$147/Sq. Ft.	Available	@\$150/Sq. Ft.
Population	Gross Income	for Groceries	Supportable	for Drugs	Supportable	for Restaurants	Supportable
Sq. Ft.			Sq. Ft.		Sq. Feet	Sq. Feet	

Primary

Market	19,222	\$99,996,124	\$19,796,645	24,746	\$3,999,709	8,163	\$4,659,284	1,266
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Secondary

Market

North	53,648	\$349,645,894	\$65,277,876	13,600	\$12,912,111	4,392	\$16,711,840	5,711
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Secondary

Market

South	78,955	\$370,463,100	\$77,756,247	16,902	\$15,750,992	5,670	\$16,759,204	5,586
TOTAL	151,825	\$820,114,118	\$162,830,768	55,248	\$32,662,812	18,225	\$38,130,328	14,563

Primary Market, Groceries & Drugs Assumes

A Capture Rate of 30%

And of 10% for Restaurants

Sources: Atlanta Regional Commission

1978 Dollars & Cents of Shopping Center

HABS Field Team

Secondary Market, Assumes a Capture Rate

of 5%

TABLE FIVE

Footloose Office Demand in Sweet Auburn Market
Area (including Atlanta Central Business Districts)

	1978	1980	1980	1980	1990	1990	2500
Supply		Demand	Excess	Supply Under	Anticipated	Excess	Anticipated
(net rentable area)			Demand	Construction	Increase in	Demand	Increase in
					Demand	Active Pre-	Demand
						sent Construction	
Square Feet	10,625,120	13,923,880	3,298,760	6,650,000	3,693,640	342,400	2,286,320

Sources: Atlanta Regional Commission

Central Atlanta Progress

Arthur Ruckloof and Company

Business Atlanta

HABS Field Team